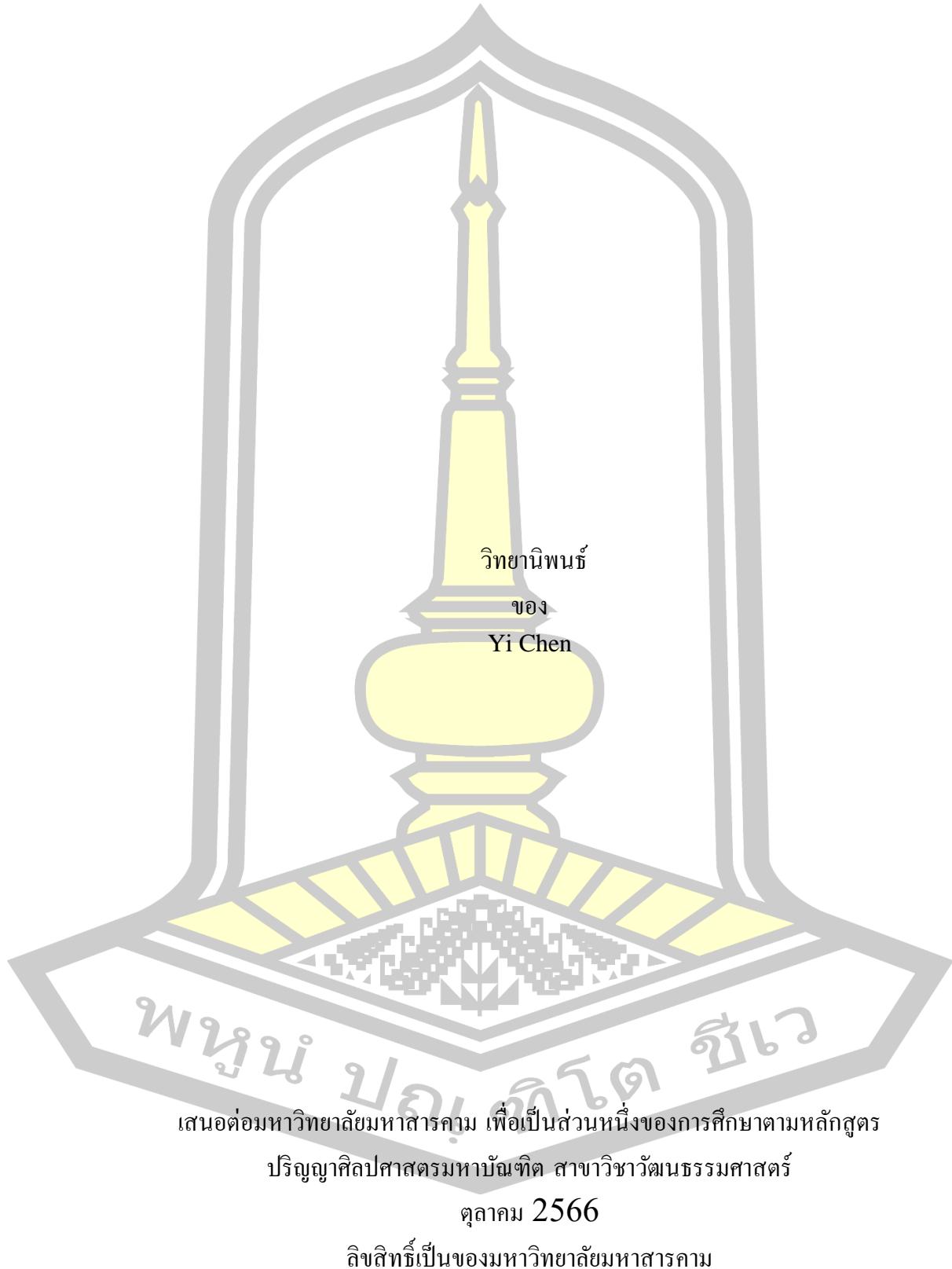
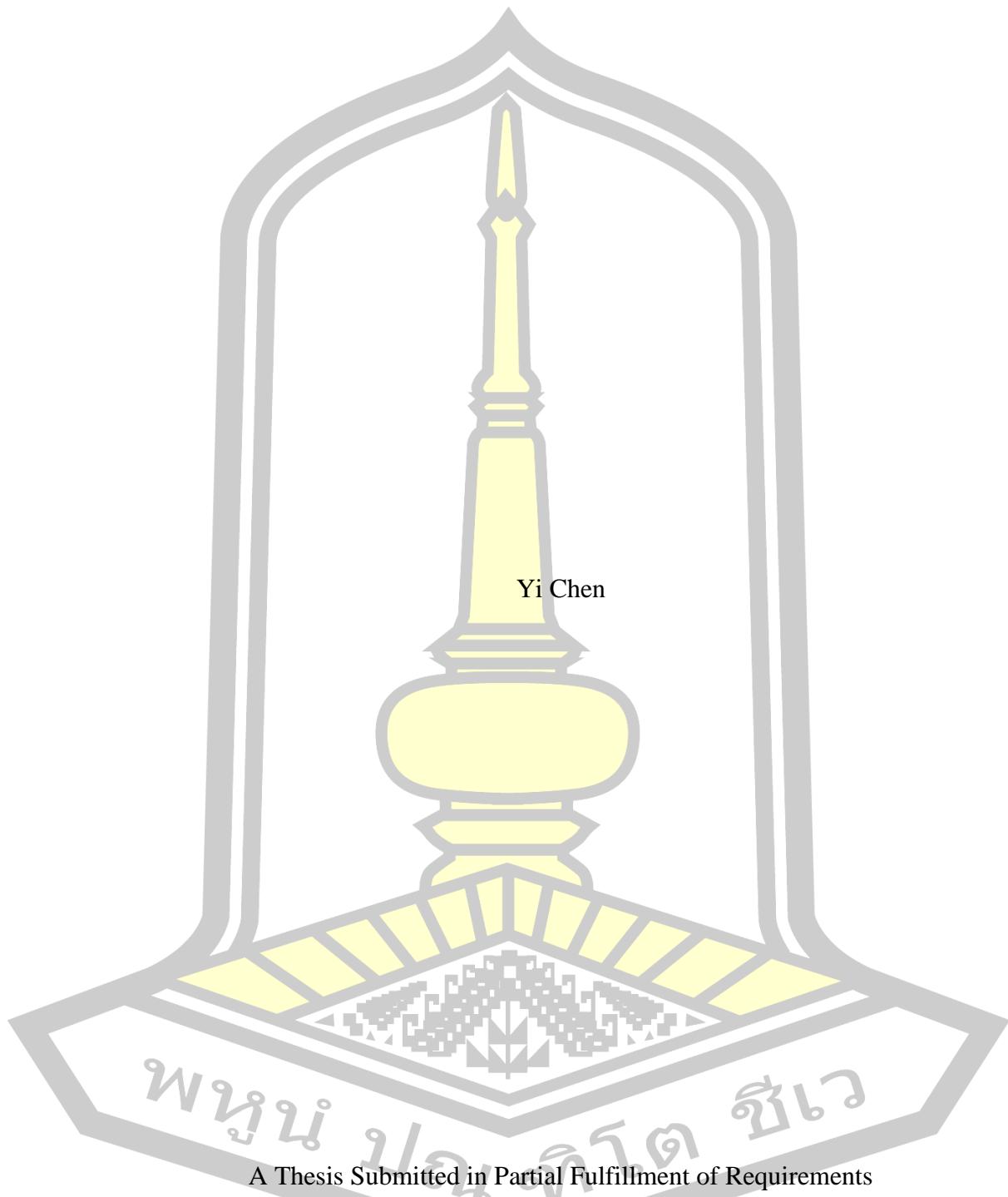


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Qingcheng Mountain Culture Landscape : Guidelines for the Development of Cultural  
Natural Tourism



A Thesis Submitted in Partial Fulfillment of Requirements  
for Master of Arts (Cultural Science)

October 2023

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The examining committee has unanimously approved this Thesis, submitted by Ms. Yi Chen, as a partial fulfillment of the requirements for the Master of Arts Cultural Science at Mahasarakham University

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### ABSTRACT

Qingcheng Mountain Cultural Landscape : Cultural and Natural Tourism Development Guide is a qualitative study with the following three objectives: 1) to study the historical development of Qingcheng Mountain scenic spot in Dujiangyan Irrigation Project City, Sichuan Province, China. 2) The current situation and development path of landscape tourism resources in Qingcheng Mountain. 3) Feasibility analysis and development guide of Qingcheng Mountain culture landscape tourism development. The scope of the study area is Qingcheng Mountain Scenic Area, Dujiangyan Irrigation Project City, Sichuan Province, China. The research methods include literature research, observation, interviews, and group discussions. Among the more than 20 people surveyed experts include local smart teachers, senior tour guides, tourism consultants, and local hotel managers to comment on the culture of the scenic area, as well as suggestions for the development and changes of the scenic area from the past to the present, as well as future development, and to introduce data analysis through detailed lectures.

1) Qingcheng Mountain is the birthplace of Taoism in China and a world cultural heritage. As the birthplace of Chinese Taoism, it has extremely significant influence both domestically and internationally. Its Taoist and tourist culture is a Taoist "museum" spanning thousands of years. 2) Research on Qingcheng Mountain Culture in Dujiangyan Irrigation Project City, Sichuan Province, China. This paper analyzes the basic situation, development situation and main problems of Taoist cultural tourism in Qingcheng Mountain, 3) discusses the development of Taoist cultural tourism in Qingcheng Mountain. The numerous Taoist tourist destinations in Sichuan Province have not fully utilized and showcased their unique cultural resources, resulting in a single form of tourism products and thus restricting the development of the tourism industry. This paper discusses the development strategies and tactics of Qingcheng Mountain tourism, and provides more meaningful references for the development of Qingcheng Mountain tourism. At the same time, it also provides literature reference for the development of landscape tourism in Sichuan Province.

Keyword : Qingcheng Mountain, Cultural heritage, Guide, Taoism

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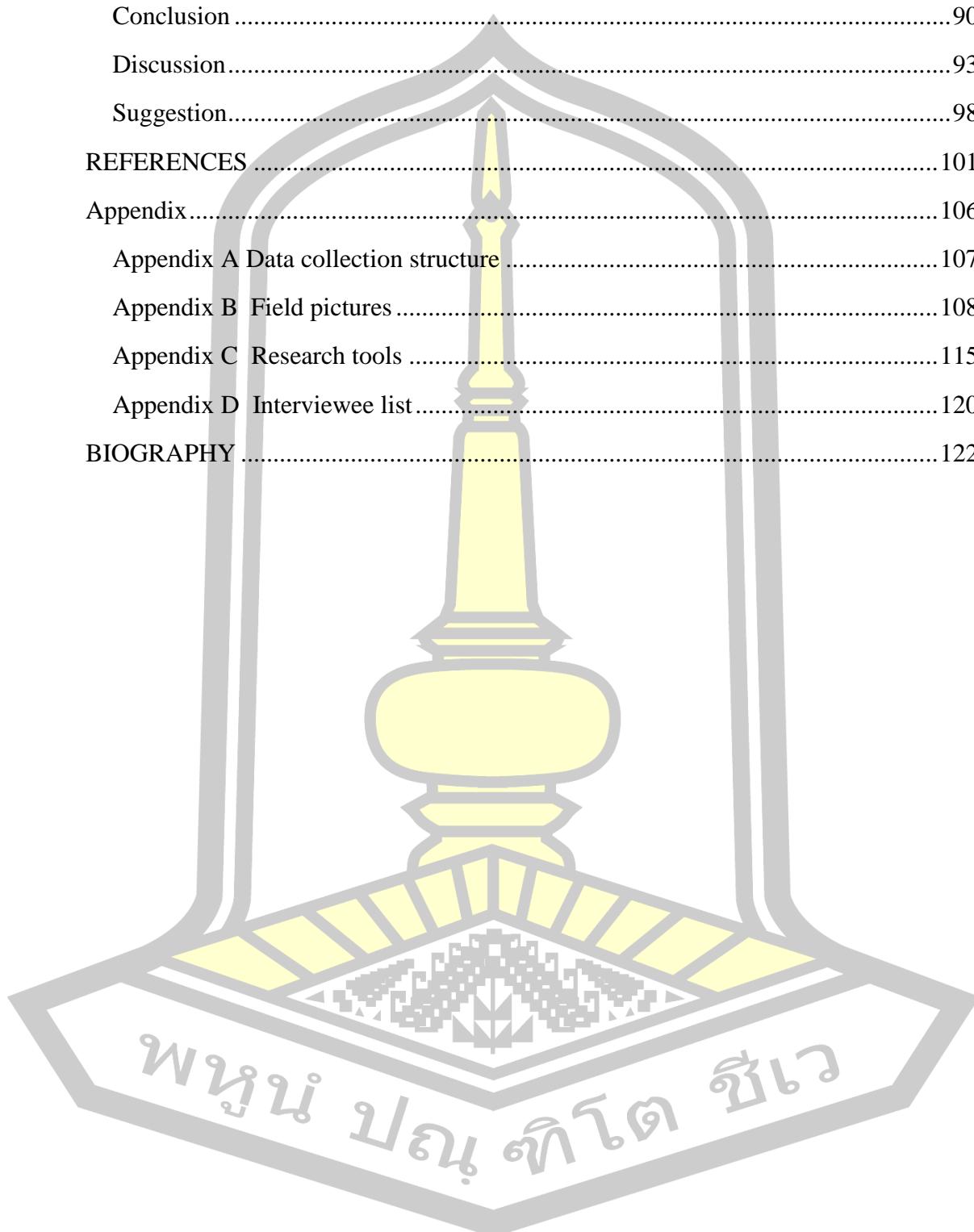
Yi Chen

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# CHAPTER 1

## INTRODUCTION

### Background of the Study

Tourism has significant significance and value in today's society. The tourism industry is an important economic pillar for many countries and regions, creating employment opportunities and promoting the economic development of the region. It covers multiple fields such as catering, accommodation, transportation, and entertainment, bringing business opportunities to various industries. The tourism industry also promotes communication and understanding between different cultures. Tourists can experience the cultures, customs, and traditions of different regions, which enhances their understanding of cultural diversity and promotes the inheritance and protection of culture. It promotes the establishment and strengthening of interpersonal relationships, enhances social connections and interactions. Tourism provides opportunities for people to understand and communicate with each other, deepens interpersonal relationships, and promotes social harmony. Helps alleviate life stress and improve happiness. New environments and experiences can bring joy, alleviate anxiety and suppressed emotions, and promote mental health. Tourism is a practical education that can broaden one's horizons, cultivate learning abilities and innovative thinking. Through tourism, people can learn various knowledge and understand the history, geography, ecology, and other knowledge of different regions.

Overall, tourism is not only an engine of economic growth in today's society, but also an important driving force at multiple levels such as culture, social interaction, mental health, and education.

As of the deadline (2022), the common problems faced by the tourism industry in many regions may include:

**Impact of the epidemic:** The COVID-19 epidemic may lead to restrictions on the tourism industry, including restrictions on the number of tourists, the closure of scenic spots, etc., affecting the tourist flow and tourism revenue.

**Environmental protection and sustainability:** The rapid development of the tourism industry may lead to environmental problems, including waste disposal in scenic areas, ecosystem damage, etc. Sustainability issues have become particularly important.

**Cultural protection:** The influx of large numbers of tourists may pose a threat to local cultural and historical heritage. Managing how to protect cultural heritage while

attracting tourists is a challenge. Tourist experience: The issues of tourist experience include the quality of tourism facilities, service level, and price rationality. If the tourist experience is poor, it may lead to the loss of tourists. Infrastructure and transportation: Insufficient infrastructure, such as roads, hotels, transportation, etc., may limit the development of the tourism industry.

Qingcheng Mountain is one of the most famous scenic spots in China. It is located in the northwest of Chengdu and Dujiangyan Irrigation Project, in Sichuan Province of China, about 68 kilometers away from Chengdu. Its location is: 103 degrees 35 to 103 degrees 50 degrees east longitude, 30 degrees 52 to 31 degrees 03 degrees north latitude, covering an area of 120 square meters.

Dujiangyan Irrigation Project Qingcheng Mountain Scenic Area plays an important role in Sichuan tourism. It is a representative of ancient Shu culture in China, renowned for its ancient water conservancy projects and attracting a large number of tourists and historical and cultural enthusiasts. Qingcheng Mountain is a holy place of Taoist culture, known as "Taoist Blessed Land", which has attracted many believers and tourists to visit. Dujiangyan Irrigation Project is a famous water conservancy project in ancient China. It was built in 256 BC and has a history of more than 2000 years. It consists of three parts: irrigation area water source engineering, water diversion engineering, and irrigation drainage system.

The importance of Dujiangyan Irrigation Project Water Conservancy Project lies in irrigating farmland, providing stable water sources and increasing the stability and output of agricultural production. The construction of Dujiangyan Irrigation Project has led the water resources of Minjiang River to be reasonably guided, reduced the probability of flood disasters, improved the living safety of local people, realized the reasonable distribution of water resources of Minjiang River, not only guaranteed the irrigation needs of farmland, but also avoided the waste of water resources. This effective utilization of water resources is crucial for the protection of the local ecological environment and the sustainable use of water resources. It also has important historical and cultural value. It embodies the crystallization of the wisdom of the ancient Chinese people and is also an outstanding representative of ancient water conservancy engineering in China. It has important reference value for studying ancient water conservancy technology and culture. (Zheng Lin,2018)

Qingcheng Mountain has obvious geographical advantages. It is located at the junction of Sichuan Plain and Qinghai Tibet Plateau, with beautiful geographical environment, complex topography and geological conditions. Qingcheng Mountain is located at the junction of temperature and subtropical zone. It is like spring all the year round. It is not hot in summer and not cold in winter. It is an excellent place for vacation. Qingcheng Mountain is surrounded by mountains, beautiful mountains and rivers, beautiful scenery, and has many tourist attractions, such as Qingcheng

Mountain, Hongyan Temple, Shuanglong Valley, etc. Every year, a large number of tourists come to travel, leisure, and vacation. Qingcheng Mountain has become the most famous natural landscape in southwest China due to its unique ecological landscape. (Xiao Feng yi,2020)

Taoism on Qingcheng Mountain is based on wholeness and focuses on both internal and external cultivation in order to achieve eternal life and transcend reincarnation. Qingcheng Mountain Taoist Temple, Qingcheng School Sichuan Opera, and Qingcheng Mountain Taoist Song are all features of Taoism, Qingcheng Mountain Taoist people, and Qingcheng Mountain Taoist people. Today, Taoism on Qingcheng Mountain is still being pursued by many worshippers and tourists. This is not only a landscape wonder, but also a Taoist scenic spot, a great treasure of Chinese civilization.

Qingcheng culture is mainly the unique historical culture and traditional cultural characteristics of Qingcheng mountain area, covering Taoist culture, historical culture, natural culture and many other aspects. Among them, the Taoist culture represented by Qingcheng Mountain mainly includes: Qingcheng Mountain Taoist Temple, immortal culture and Taoist music. The Taoist temple on Qingcheng Mountain has a long history and is an important part of Taoism on Qingcheng Mountain. On Qingcheng Mountain, there is the reputation of "the capital of immortals", and on Qingcheng Mountain, people's respect for immortals is even more deeply rooted. (Luo Neng hui, 2022) As a unique art form on Qingcheng Mountain, Taoist music has its own unique musical characteristics and ideological implications. In terms of history and culture, Qingcheng Mountain has a long history and profound cultural heritage, not only preserving a large number of cultural relics, but also preserving a large number of historical legends and folk culture. In terms of cultural landscape, Qingcheng Mountain Area has a unique natural landscape, as well as a lot of natural resources, such as biodiversity, geological landscape, etc. (Zhang Long, Lin Lei, Chen Shunlong, 2023)

In general, Qingcheng Mountain culture is a rich and colorful cultural system, which organically combines the history, culture, tradition, natural landscape and other factors of Qingcheng Mountain, forming the unique cultural characteristics of Qingcheng Mountain. The researchers will study the cultural landscape of Qingcheng Mountain from three aspects: the historical development of Qingcheng Mountain, the current situation of Qingcheng Mountain and the development guide.

## Purposes of the research

1. Historical background of Qingcheng Mountain
2. Current situation of landscape resources development in Qingcheng Mountain
3. Qingcheng Mountain landscape resources development path and development guide

## Research Questions

1. What is the historical background of Qingcheng Mountain Natural and Cultural Scenic Spot in Dujiangyan Irrigation Project City, Sichuan Province?
2. What are the current situation and performance of landscape resources development in Qingcheng Mountain Natural and Cultural Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province?
3. What are the development paths, feasibility plans and management measures of landscape tourism in Qingcheng Mountain Natural and Cultural Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province?

## The Significance of the Research

1. The research results show that the historical background development of Qingcheng Mountain in Dujiangyan Irrigation Project City, Sichuan Province can be used by education departments, government departments, tourism bureaus, and cultural bureaus as historical development textbooks and teaching documents, which can enhance the dissemination of cultural knowledge in the region, carry forward the cultural heritage with Chinese characteristics, protect and promote cultural landscape tourist destinations, and further use private enterprises to attract tourists to promote the overall economic development of Sichuan Province.
2. Studying the development status of Qingcheng Mountain cultural landscape resources in Dujiangyan Irrigation Project City, Sichuan Province, can be used as a guide for the development and protection of tourism resources in Dujiangyan Irrigation Project City, Sichuan Province, China, to further understand and master the relevant information of natural landscape tourist destinations in Sichuan Province, which has played a role in promoting the overall development and joint development, and provided a higher level of spiritual enjoyment for cultural tourism after the epidemic.

3. The research results have further promoted and innovated the tourism economy of Dujiangyan Irrigation Project City, Sichuan Province. The development of tourism resources can play a role in other regions of Sichuan Province, as well as in other provinces and even in the world. Similar scenic spots can learn from and promote each other, further provide local tourism experience, and become a model of local economic development.

## Conceptual Framework

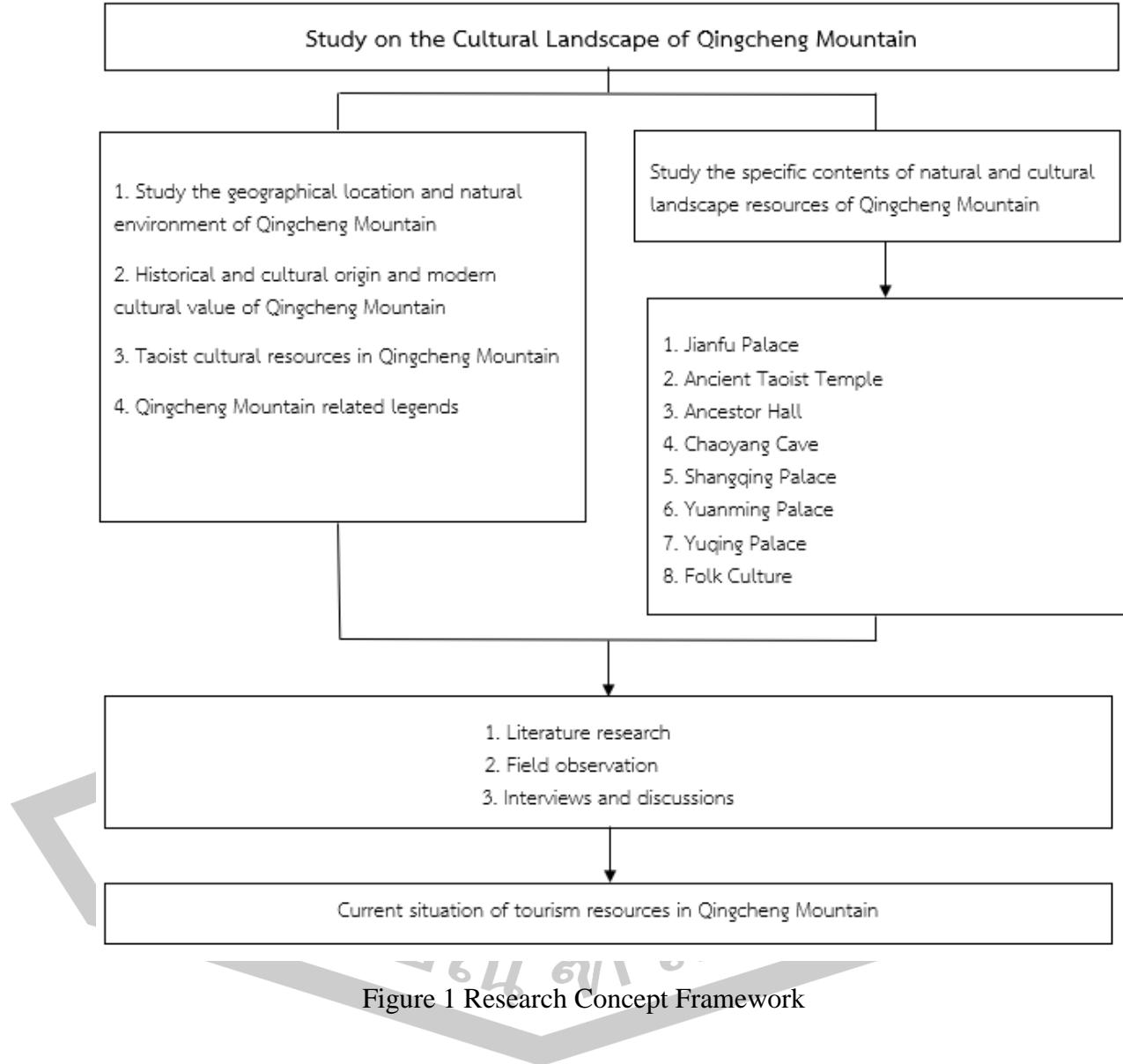
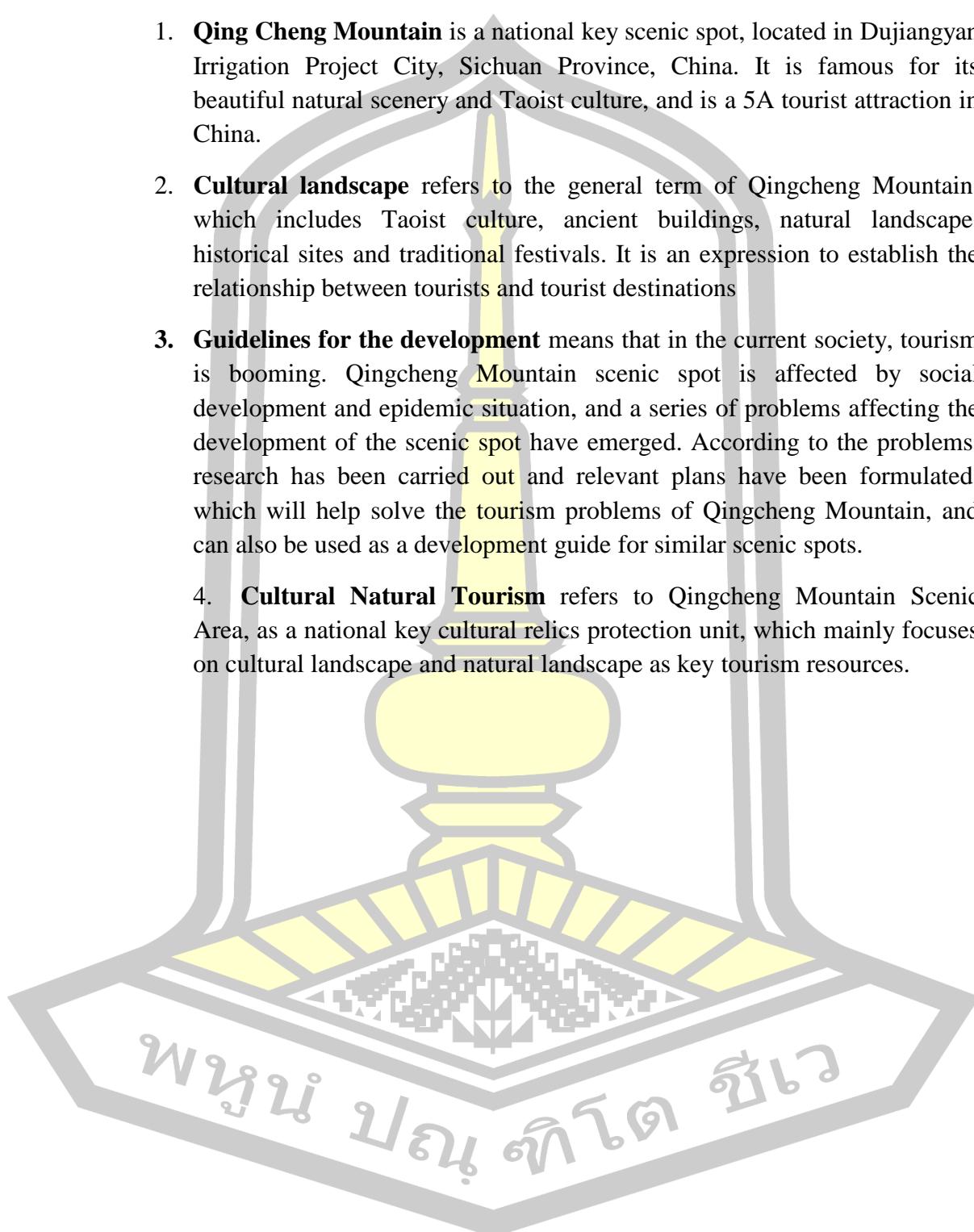


Figure 1 Research Concept Framework

## Definition of Terms

1. **Qing Cheng Mountain** is a national key scenic spot, located in Dujiangyan Irrigation Project City, Sichuan Province, China. It is famous for its beautiful natural scenery and Taoist culture, and is a 5A tourist attraction in China.
2. **Cultural landscape** refers to the general term of Qingcheng Mountain, which includes Taoist culture, ancient buildings, natural landscape, historical sites and traditional festivals. It is an expression to establish the relationship between tourists and tourist destinations
3. **Guidelines for the development** means that in the current society, tourism is booming. Qingcheng Mountain scenic spot is affected by social development and epidemic situation, and a series of problems affecting the development of the scenic spot have emerged. According to the problems, research has been carried out and relevant plans have been formulated, which will help solve the tourism problems of Qingcheng Mountain, and can also be used as a development guide for similar scenic spots.
4. **Cultural Natural Tourism** refers to Qingcheng Mountain Scenic Area, as a national key cultural relics protection unit, which mainly focuses on cultural landscape and natural landscape as key tourism resources.



## CHAPTER 2

### LITERATURE REVIEW

Qingcheng Mountain Culture Landscape: Guidelines for the Development of Cultural Natural Tourism, researchers collected research concepts and theories from relevant literature and research as follows:

1. Contents Related to Research
  - 1.1 Chinese Social Culture
  - 1.2 Culture and Society in Sichuan
  - 1.3 Culture of Dujiangyan Irrigation Project
  - 1.4 Summary of Qingcheng Mountain Resources
  - 1.5 Related Culture of Taoism
  - 1.6 Landscape Culture
  - 1.7 Policies related to tourism landscape development
2. Research Site
  - 2.1 Chengdu, Sichuan
  - 2.2 Dujiangyan Irrigation Project
  - 2.3 Qingcheng Mountain
3. Related Theories
  - 3.1 Related concepts
  - 3.2 Related theories
4. Review of the Research
  - 4.1 Chinese research
  - 4.2 International research

#### Contents Related to Research

##### 1. Chinese Social Culture

Chinese is the official language of China, and there are also many ethnic minorities in China who have their own languages. Chinese characters are written characters in Chinese, with a history of thousands of years. China has a rich history and traditional culture, including ancient literature, art, philosophy, religion (such as Confucianism, Taoism, Buddhism), traditional medicine (such as traditional Chinese medicine), and traditional architecture (such as ancient palaces and gardens). At the same time, China has many traditional festivals, such as the Spring Festival, the Mid-Autumn Festival, the Tomb sweeping Day, and various folk customs, such as the Dragon Boat Festival, the moon watching customs, etc. In addition, Chinese cuisine culture is very rich and diverse, with different cuisines in different regions, such as

Sichuan cuisine, Cantonese cuisine, Shandong cuisine, and tea culture. Chinese traditional folk arts, such as clothing, embroidery, pottery, wood carving, Paper Cuttings, have a long history in China. Chinese literature has a long history, including poetry, novels, dramas, etc. Chinese art also includes various forms such as painting, music, and dance. Ancient China contributed many important scientific and technological inventions to the world, such as the compass, gunpowder, papermaking, and so on. With the modernization process, Chinese social culture is also constantly developing, including popular music, movies, fashion, internet culture, and so on.

## 2. Culture and Society in Sichuan

Sichuan Province, abbreviated as "Sichuan" or "Shu", is a provincial-level administrative region of the People's Republic of China, with the provincial capital of Chengdu. It is located in the inland of southwestern China, located in the upper reaches of the Yangtze River, and is known as the "Land of Abundance". It is one of the birthplaces of Chinese Taoism, the birthplace of ancient Shu civilization, and the earliest paper currency "Jiaozi" in the world. Sichuan salt industry culture and liquor culture have a long history; The culture of the Three Kingdoms, the culture of the Red Army, and the culture of the Ba people are splendid and diverse. (song Yurong,2022)

Sichuan has unique cultural and social characteristics. Sichuan is a multi-ethnic province, with the majority being Han Chinese, as well as multiple ethnic minorities such as Yi, Tibetan, Miao, Buyi, and Zhuang. This multiculturalism is reflected in Sichuan's history, religion, language, clothing, cuisine, and other aspects. Sichuan is the birthplace of Sichuan cuisine in China. Sichuan cuisine is famous for its spicy, delicious, and rich taste, and is one of the eight major cuisines in China. Sichuan's hot pot, Chuanchuanxiang, Fuqi Feipian (Sliced Beef and Ox Tongue in Chilli Sauce), spicy chicken and other delicacies are also popular. Sichuan has a long history and cultural tradition, with various cultural heritages such as the Three Kingdoms culture, Shu Han culture, and Ba Shu culture. There are also many cultural celebrities in Sichuan, such as Li Bai, Du Fu, Bai Juyi, Xin Qiji, and so on. The geographical environment of Sichuan is very complex and diverse, with landforms such as mountainous areas, basins, plateaus, and plains intertwined. This geographical characteristic also affects the life and social development of Sichuan people, making Sichuan have strong regional cultural characteristics. Sichuan has strong economic strength and is one of the economic centers in southwestern China. Sichuan has made great achievements in modernization construction, such as the construction of iconic buildings and projects such as Chengdu Tianfu New Area, Southwest University of Science and Technology, and Chengdu Happy Valley. The social style of Sichuan also has its unique features. Sichuan people are warm and hospitable, straightforward and generous, and value emotions and righteousness. These qualities are also reflected in Sichuan's weddings, funerals, festivals, and other aspects. Overall, the diversity, openness, and enthusiasm of Sichuan's culture and society have

left a deep impression on people, making Sichuan one of the representatives of Chinese cultural and social diversity.

### Culture in Sichuan

Sichuan culture refers to the cultural system formed within the Sichuan region, including various aspects such as historical culture, folk culture, and local culture. The meaning of Sichuan culture is relatively broad and can be understood from multiple aspects. Firstly, geographical culture: Sichuan has a vast territory, complex landforms, and diverse natural environments, which together form the foundation of Sichuan's regional culture. The meaning of Sichuan culture can also be understood as the cultural characteristics related to the geographical environment of Sichuan, such as the Tibetan Buddhism culture in Sichuan Tibet, the farming culture in Sichuan Basin, and the Yi culture in southern Sichuan. There is also history and culture: Sichuan, as one of the important birthplaces of Chinese history and culture, has a long historical and cultural accumulation. Shu Han culture, Three Kingdoms culture, cultural celebrities and other historical and cultural heritages are all components of Sichuan culture. Folk culture: Sichuan region is inhabited by multiple ethnic groups, and each ethnic group has its own traditional culture and folk customs. Sichuan Opera, Sichuan Embroidery, Sichuan Shaanxi Folk Houses, and Western Sichuan Horse Gang Culture are all representatives of Sichuan folk culture. Food culture: Sichuan is a famous food town in China, with rich and diverse Sichuan cuisine culture. Sichuan hot pot, Chuanchuanxiang, Fuqi Feipian (Sliced Beef and Ox Tongue in Chilli Sauce), spicy chicken and other delicacies have become an important part of Sichuan culture. (Zhang Long, Hu Jing, Li Lei, 2022)

Overall, the meaning of Sichuan culture can be understood as the cultural characteristics related to various aspects such as Sichuan's region, history, ethnicity, and culture, and is a comprehensive concept. This cultural characteristic also reflects the diversity, openness, innovation, and inclusiveness of Sichuan.

### The main knowledge of Sichuan culture

Human civilization began to emerge in Sichuan 25000 years ago, and in the late Neolithic period, a highly developed ancient Shu civilization was formed, represented by the Baodun Culture, Sanxingdui Site, Luojiaba Site, and Jinsha Site. The ancient Shu civilization, along with the Huaxia civilization and Liangzhu civilization, are collectively known as the three major civilizations of ancient China. Sichuan has a long history, vast territory and abundant resources, and has enjoyed the reputation of "Land of Abundance" since ancient times. The main knowledge of Sichuan culture can be learned from the history, geographical environment, ethnic culture, food culture and festival culture of Sichuan.

## A Brief History of the Development of Sichuan's History and Culture

During the Three Kingdoms period, Sichuan belonged to Shu Han. Shu Han (May 15th, 221 – 263) was one of the Three Kingdoms. In 221 AD, Liu Bei was proclaimed emperor in Chengdu under the name of Han, known as "Shu" or "Shu Han" in history, also known as "Liu Shu" or "Ji Han". The territory of the Shu Han Dynasty extends to Wudu and Hanzhong in the north, Wuxia in the east, Yunnangui in the south, and eastern Myanmar in the west.

One of the separatist regimes during the Three Kingdoms period, the Yizhou region under the control of the Shu Han regime, can be divided into three parts. The first part is the Bashu region, which is the headquarters of Yizhou and centered around the western Sichuan plain; The second is the Hanzhong Basin, which serves as the gateway to the north of Yizhou; The third is the Nanzhong region in the southwest of Yizhou. At the same time as the development of agriculture in Shu Han, there has also been a significant improvement in industry and commerce. In terms of handicrafts, salt, iron, and brocade industries are the most developed. During the late Ming and early Qing dynasties, with Zhang Xianzhong, the King of the Great West, entering Sichuan as a battalion and engaging in melee with the Qing army, the Shu region rapidly withered. According to relevant data, since the war subsided, the local population in the entire Sichuan region has been about 600000, while only 70000 people remain in Chengdu. During the reign of Emperor Zhenzong of the Song Dynasty, in order to strengthen the central government's management of local areas, Shu was divided into four regions, namely Yizhou Road, Zizhou Road, Lizhou Road, and Kuizhou Road, collectively known as Sichuan Road. Later, under the provincial system of the Yuan Dynasty, Sichuan Road was changed to Sichuan Province, and Sichuan Province was finally established. During the late Song and early Yuan dynasties, Sichuan, which had always been stable and developed, fell into a deep pool. At that time, Sichuan had undergone significant development, with a population of 12.9 million, which was exaggerated to the point where there was no excess. It was not until 1234 AD that the Mongol Empire, after exterminating a group of foreign forces, began to target the Southern Song Dynasty. The two sides began a dispute around the Southern Song Dynasty for more than 50 years. In this war, especially the Sichuan people resisted most fiercely, but it was a pity that they failed to save the broken Southern Song Dynasty regime.

From the perspective of civilization progress, the Baodun culture, Sanxingdui culture, Twelve Bridges culture, late Bashu culture, and early Qin and Han ancient culture are respectively at different stages of the origin, formation, development, and comparison with Qin and Han cultures of ancient Shu civilization. They have gone through a complete process from ancient countries, Fangguo to empire, becoming an organic component of the Chinese civilization community. It also represents the development process of ancient civilization in the upper reaches of the Yangtze River. (BaiDu,2021)

## The Geographical Environment of Sichuan

Sichuan is located in the first and second steps of the three major steps of China's continental topography, namely, in the transition zone between the first level of the Qinghai Tibet Plateau and the second level of the Middle and Lower Yangtze Valley Plain. The height difference is huge, and the characteristics of high in the west and low in the east are obvious. The western region is composed of plateaus and mountainous areas, with an altitude of over 4000 meters; The eastern part is dominated by basins and hills, with elevations ranging from 1000 to 3000 meters. The province can be divided into three major parts: the Sichuan Basin, the Northwest Sichuan Plateau, and the Southwest Sichuan Mountains. (BaiDu,2021)

The province can be divided into three major parts: the Sichuan Basin, the Northwest Sichuan Plateau, and the Southwest Sichuan Mountains. Sichuan Province is located across several major geomorphic units such as the Qinghai Tibet Plateau, Hengduan Mountains, the Yunnan-Guizhou Plateau, Taiba Mountains, and Sichuan Basin. The terrain is high in the west and low in the east, leaning from northwest to southeast. The highest point is Gongga Mountain, the main peak of Daxue Mountain in the west, with an elevation of 7556 meters. The terrain is complex and diverse. Taking the Longmen Mountains and Daliang Mountains as the boundary, the eastern part is the Sichuan Basin and basin edge mountainous areas, while the western part is the western Sichuan high mountain plateau and southwestern Sichuan mountainous areas.

Sichuan has diverse geographical environment and rich natural landscape. Western Sichuan is the only Tibetan region in China, with unique Tibetan Buddhism culture; The Sichuan Basin is one of the main agricultural regions in China, with a rich agricultural culture. Ethnic Culture in Sichuan: There are multiple ethnic minorities living in Sichuan, among which the Yi, Tibetan, Qiang, and other ethnic cultures have distinct characteristics, such as the Yi people's "Panshan Festival" and the Tibetan people's "Tibetan Opera", which are all unique cultures.

## The Art and Culture of Sichuan

Sichuan has a long artistic and cultural tradition, among which Sichuan Opera, Sichuan Embroidery, and Western Sichuan Horse Gang Culture are representatives of Sichuan's art and culture. It can also be divided into Mianzhu New Year pictures, Shu embroidery, Shu brocade, Zigong Paper Cuttings and tie dyeing, northern Sichuan puppet, Ma Liu embroidery, Yuexi cattle lantern dance, Sichuan shadow play, bamboo yellow carving, etc.



Figure 2 Sichuan Opera: The Legend of White Snake on Qingcheng Mountain  
Source: <https://image.baidu.com/>



Figure 3 Mianzhu New Year Picture  
Source: <https://image.baidu.com/>



Figure 4 Sichuan Brocade (Giant Panda)

Source: <https://image.baidu.com/>



Figure 5 Tools for making Sichuan brocade

Source: <https://image.baidu.com/>



Figure 6 Shadow Play 《Journey to the West》

Source: <https://image.baidu.com/>

### Food culture in Sichuan

Sichuan has been known as the "Land of Abundance" since ancient times. It has the reputation of "eating in China, tasting in Sichuan". Sichuan cuisine, together with Shandong cuisine, Huaiyang Cuisine cuisine and Guangdong cuisine, is called the four major cuisines in China. The territory is crisscrossed by rivers, evergreen all year round, and has a wide range of cooking materials. Sichuan cuisine is one of the famous local dishes in China, which occupies an important position in the history of Chinese cuisine. It has a wide range of materials, varied seasonings, diverse dishes, fresh taste, and both mellow and thick. It is famous for its good use of spicy food. With its unique cooking methods and rich local flavor, it enjoys a good reputation at home and abroad, and has become a brilliant pearl in the food culture and civilization history of the Chinese nation. Hot pot, Chuanchuanxiang, Fuqi Feipian (Sliced Beef and Ox Tongue in Chilli Sauce), Spicy Chicken, etc. are all famous Sichuan dishes.

The characteristic of Sichuan cuisine is "three fragrances, three peppers, three ingredients, seven flavors, eight flavors, and nine miscellaneous ingredients". What is "three spices, three peppers, three ingredients, seven flavors, eight flavors, and nine miscellaneous ingredients"? Three fragrances refer to scallions, ginger, and garlic, three peppers refer to chili peppers, pepper, and pepper, and three ingredients refer to vinegar, Pixian Douban, and fermented glutinous rice. Stir frying requires scallions, ginger, and garlic, which is a universal truth. However, the three peppers are a renovation of the truth and a further expansion of the flavor. Sichuan people especially create unique patterns of these three peppers, producing seven flavors and eight flavors, creating the world famous Sichuan flavor.

Qi Zi refers to: sour, sweet, bitter, spicy, spicy, spicy, fragrant, and salty. Eight flavors refer to: fish aroma, spicy, sour and spicy, dry braised, spicy, red oil, peculiar taste, and spicy pepper. Nine miscellaneous refers to the miscellaneous materials used. Sichuan cuisine has developed to this day with three characteristics: extensive

use of ingredients, diverse flavors, and a wide range of dishes to adapt to. Among them, it is particularly famous for its diverse flavor types and clever variations. The "taste in Sichuan" is widely recognized by the world.

## **Festival Culture in Sichuan**

There are many traditional festivals in Sichuan, such as Spring Festival, Dragon Boat Festival, Mid-Autumn Festival, etc. Among them, folk activities such as "Ye Lang Zi Da" and "Niu Wang Temple Fair" in Sichuan are also representatives of Sichuan's festival culture.

## **Historical Celebrities in Sichuan**

In the history of Sichuan, there are many famous historical figures, such as Liu Bei, Zhuge Liang, Guan Yu of the Shu Han Dynasty, Zhang Jian, Zeng Guofan of the Qing Dynasty, etc. Their deeds and ideological contributions have had a profound impact on the cultural development of Sichuan.

## **3. Culture of Dujiangyan Irrigation Project**

Dujiangyan Irrigation Project City, located in Chengdu, Sichuan Province, formerly known as "Guanxian County", has unique tourism resources such as Dujiangyan Irrigation Project, a world-famous ancient large-scale water conservancy project, and Qingcheng Mountain, the birthplace of Taoism. Here are World Cultural Heritage, World Natural Heritage, and World Irrigation Engineering Heritage sites, making it a famous "Three Heritage" city in the world. Dujiangyan Irrigation Project has rich historical culture and rich regional resources, which provides a strong support for the development of tourism cultural and creative products. Giving full play to the value of its tourism cultural and creative industry will help promote the economic development and tourism resources development of the region.

Dujiangyan Irrigation Project is the only grand water conservancy project with a long history in the world, which is characterized by dam free water diversion. It fully utilizes the geographical conditions of high in the northwest and low in the southeast of the local area. Based on the special terrain, water veins, and water potential at the river outlet, it takes advantage of the situation to guide water without dams and irrigate by gravity, making embankments, water diversion, flood discharge, sand discharge, and flow control interdependent. This system ensures the full play of the comprehensive benefits of flood control, irrigation, water transportation, and social water use. Its greatest feature is that the construction of the weir has been enduring for over 2250 years and is exerting increasingly significant benefits.



Figure 7 Panorama of Dujiangyan Irrigation Project

Source: <https://image.baidu.com/>

### Geographical and humanistic advantages of Dujiangyan Irrigation Project

Dujiangyan Irrigation Project City, located in the northwest of Chengdu Plain, has an urban agglomeration of 1208 square kilometers, accounting for 60.2%. It is 38 kilometers away from the urban area of Chengdu. It borders Pengzhou City in the east, Pidu District in the east, Wenjiang District in the south, and Chongzhou City in the west. The northern part is adjacent to Wenchuan County, located in Aba Prefecture. The terrain is high in the northwest and low in the southeast, reaching a height of 592-4582 meters. 6 streets, 3 industrial development zones, covering an area of 37 square kilometers, with a permanent population of 710000, providing nearly 1 million services to the people. Dujiangyan Irrigation Project City is one of the few cities in the world with world cultural and natural heritage. It is an important part of the agricultural culture, water conservancy culture, Taoism culture, agricultural culture and agricultural culture of the Land of Abundance. It is the largest water conservation area in Chengdu Plain and a major ecological area in the upper reaches of the Yangtze River. Boundary. Dujiangyan Irrigation Project is the place where Li Bing managed the flood in ancient times. It has 16235 cultural relics of different types. It is a national cultural relics protection unit, 8 sites (Dujiangyan Irrigation Project, Chenghuang Temple, Guangming Tower, Lingyan Temple and Thousand Buddha Pagoda, Mangcheng Site, the ancient sites on Qingcheng Mountain), 8 provincial cultural relics protection units; There is one National Intangible Cultural Heritage List (Qingming Festival) and five (Qingcheng Dongjing, Qingcheng Wu, Qingcheng Dongjing, Wangniantan Legend, Juyuan Bamboo Carving, Liuji Yangge), with 28 inheritors at different levels. (Jia Qiuchen:2022:99-104)

### High quality ecological environment

Dujiangyan Irrigation Project City has a good ecological environment and a good ecological environment, with an average of 93.9% days of good atmospheric quality every year. 1092000 mu of forest land, with a coverage rate of 60.3%, and a forest reserve of 7.3388 million cubic meters, ranking first among all cities and counties in Chengdu. In 2020, there were 323 days of good air quality, with an excellent rate of 88.2%, meeting the national second level standard for the first time; The water quality of both the drinking water source area and the assessment section has reached 100%.

It has been awarded the titles of "National Ecological City", "2020 China Green City" Top 100 Counties, China Water Purification Top 100 Counties, China Top 100 Oxygen Enriched Counties, 2021 Green Development Counties, China Green Development Counties, and China Green Development Counties. Enjoy titles such as "Hometown of Longevity" and "Natural Oxygen Bar". Rich tourism resources

Dujiangyan Irrigation Project is rich in tourism resources, with 2065 different types of tourism resources recorded. Its main tourism elements are mountains, water, roads and pandas, which constitute the characteristic scenic spots of Chengdu. Qingcheng Mountain Dujiangyan Irrigation Project Scenic Area is a national tourist attraction. This is the only 5A level tourist attraction in Chengdu, and the Qingcheng Mountain Gate, known as "China's Qingcheng Scenic Spot", is among them. The birthplace of Christianity has been included in the list of UNESCO and the United Nations Educational, Scientific and Cultural Organization. catalogue Dujiangyan Irrigation Project Water Conservancy Project, known as the "father of the world's water conservancy civilization", was included in the list of world cultural heritage of world irrigation and irrigation projects in 2018, giving Dujiangyan Irrigation Project the title of "three heritages". And there are Guanxian Ancient City, Hongkou, two 4A level scenic spots, as well as the Irrigation District Picture Scroll, West Sichuan Music Forest Pan, Qili Poetry Township, Guangshan Hill, Zhujawan, Rose Valley, Wenhua Village, Qicai Yuan Township, and Duijadunzi Forest Pan Jiu level Forest Pan Mountain Scenic Area.

### Perfect service supporting facilities

One is in transportation and distribution. Build a "fast travel" and "slow travel" transportation network with "four high, five fast, five tracks, one airport, and two hubs" ("four high": Chengguan Expressway, Duwen Expressway, Dedu Expressway, and Pudu Expressway; "five high": "Chengqing Tourism Expressway", "Shaxi Line", "Information Technology Avenue", "Tiantiandu Expressway", "Second Ring Road" to "Third Ring Road", and "Third Ring Road") High speed railway to Dujiangyan Irrigation Project: 5 railway lines, including Dujiangyan Irrigation Project High speed Railway, Chengdu Wenchuan Railway, Chengdu Suburban Railway S9, Jiangyan M-TR Tourist Passenger Dedicated Line, the intercity railway from Dujiangyan Irrigation Project to Siguniang Mountain, and an airport "two hubs" located near Dujiang: Dujiangyan Comprehensive Transport Hub and Qingcheng Mountain Sightseeing Transport Hub. Dujiangyan Irrigation Project section of mountain railway from Dujiangyan Irrigation Project to Siguniang Mountain and Dujiangyan Irrigation Project section of Chengdu Third Ring Road have started construction, M-TR sightseeing railway. Second, while developing tourism, it is also developing. Build 1 municipal level tourism service center and 7 provincial level tourism service centers. There is a tourist center in the scenic area, 37 rural tourism consultation service points, and over 180 tertiary tourism stations. There are 147 domestic tourism signs. Thirdly, a new goal has been achieved at the high level of "two centers, one museum". More than 300 tourist public toilets have been added, including family toilets, disabled rooms, and maternity and child rooms, which have been adjusted during peak tourism periods. In attractions above 4A level, a women's exclusive toilet has been established and has also been awarded the title of "National Toilet". The "Best Tourist

"Attraction" has standardized the internal signage of tourist attractions, and a total of 1869 signage have been inspected and corrected.

### Tourists and Tourism in Dujiangyan Irrigation Project City in Recent 5 Years

Dujiangyan Irrigation Project is a city with many tourist attractions. It is a national tourism demonstration area and a famous tourism county in Tianfu. There are many famous names such as "Qingcheng Health Resort", "Chengdu Back Garden", and "Back Garden", which have abundant tourism resources. We investigated the number of tourists and tourism income of Dujiangyan Irrigation Project City in the last five years, and according to relevant statistical data, Dujiangyan Irrigation Project City had 23.54 million tourists in 2017, achieving a total tourism income of 12.6 billion yuan; In 2018, the city had a total of 24.88 million tourists, achieving an overall tourism revenue of 25.8 billion yuan. There are 261.99 million tourists and a total tourism industry of 33.8 billion yuan; In 2020, a total of 2622 tourists received 10000 tourists, completing a total tourism industry of 31.3 billion yuan; In 2020, the total number of tourists reached 28.5 million. At present, the total revenue from the tourism industry is 3.87 billion yuan.

Dujiangyan Irrigation Project has made great progress in its tourism industry since 2017, attracting a large number of tourists and achieving the goal of creating historical records every year. In 2021, it will achieve comprehensive tourism income. Among the double prices, Dujiangyan Irrigation Project has achieved growth but not decline in both the number of tourists received and the overall tourism revenue in the period 2020-2021, under the ravage of novel coronavirus pneumonia.



Figure 8 Number of tourists received by Dujiangyan Irrigation Project City and year-on-year growth in recent five years

**Source:** Jiaqiuchen(On 26th August 2022) (Source: Statistics of Dujiangyan Irrigation Project Municipal Bureau of Statistics)

### 4. Summary of Qingcheng Mountain resources

Qingcheng Mountain, located in the southwest of Dujiangyan City, Sichuan Province, is a famous mountain scenic spot in China and one of the birthplaces of Taoism. With its beautiful natural resources and long history and culture, Qingcheng

Mountain was listed on the World Cultural Heritage List in, and was included in the World Natural Heritage List in as a part of the "giant panda habitat".

### **Superior geographical location and unique natural environment**

Qingcheng Mountain is located 15 kilometers away from Dujiangyan Irrigation Project City and 68 kilometers away from Chengdu. Adjacent to the world famous Dujiangyan Irrigation Project Hydropower Station, it is a shining pearl on the "golden line" of western Sichuan. Qingcheng Mountain is located in the eastern branch of the southern Qionglai Mountains, also known as "Zhangren". Its main peak, Laoxiao Peak, is 1260 meters high, with 36 peaks, 72 large holes, 72 small holes and 108 landscapes. The whole forest is green and luxuriant, surrounded by lush trees and mountains, like a city, so it has the name of Qingcheng Mountain.

### **Perfect combination of Taoist culture and mountain natural landscape**

Qingcheng Mountain is the place where the Tianshi Taoism originated, and there is an ancient sect standing here. In the second year of Emperor Shun's Han'an (AD 143), Zhang Ling in the Jiangsu region laid an altar on a peak of Qingcheng Mountain, which read: "Under the Qingcheng Imperial Altar, there are three circles of immortals, totally 24 counties, totally 24 counties." In addition to the Tianshi Path, there are Shangqing Sect, Qingwei Sect, Nandan Ding Sect, Longmen Sect, Quanzhen Sect and Qingcheng Sect in Qingcheng Mountain, who preach on Qingcheng Mountain, The Taoist culture on Qingcheng Mountain has been greatly enriched, which has played a positive role in promoting the development of Taoism in Sichuan. The lush vegetation on Qingcheng Mountain is a unique natural landscape here. The Taoist temples, pavilions and pavilions hidden in the lush leaves all demonstrate the Taoist concept of "bartering", and the building materials are natural. There is no decoration. It is integrated with mountains, rivers and rivers. It is quiet and quiet. In addition to the legends in Taoist legends, it adds a bit of mysterious flavor. It is like "traveling around and enjoying yourself" and "sitting on the mountain and watching the water". It is because of the quiet of the fairy mountain that Qingcheng Mountain has the title of "the world is quiet". Qingcheng is a famous Taoist holy land in China. Throughout its long history, it has accumulated a profound and profound Taoist heritage, including "Qingcheng Dandao", "Qingcheng Yixue", "Qingcheng Qigong", "Qingcheng Medicine and Health Preservation", "Qingcheng Taoist Music", "Qingcheng Painting School", and "Qingcheng Wugong", all of which are indispensable parts of the development of Chinese Taoism. Today, the brilliance of Taoism remains, with its ancient and mysterious charm, deeply attracting tourists both at home and abroad. (Liaoyarong,2017)

### **5. Related Culture of Taoism**

The Origin of Taoism: Taoism originated from ancient Chinese natural concepts and philosophical ideas, with its core idea of "Dao", which refers to the power and laws of natural inaction in the universe. The origin of Taoism can be traced back to the Huanglao School and Taoist School in the late Eastern Han Dynasty. The main classics of Taoism include the "Tao Te Ching", "Zhuangzi", "Nan Hua Jing", etc. These classics reflect the core ideas and philosophical viewpoints of Taoism. The main belief of Taoism: The core of Taoism is "Dao", which reveres the ancestors

Laozi and Zhuangzi as ancestors and believes that by practicing and understanding the true essence of Dao, one can achieve the realm of immortality. Taoism also believes in traditional Chinese religious beliefs such as immortals, talismans, the Five Elements, and yin and yang. The main cultivation methods of Taoism include internal alchemy, external alchemy, meditation, medicine refining, breathing, and meditation. The most famous of them is Neidan Kung Fu, which achieves immortality by harmonizing the body's breath, spirit, and consciousness. The main organizations of Taoism: Taoism has many sects and organizations in China, with Quanzhen Dao and Zhengyi Dao as the main representatives. Quanzhen Dao is a Taoist sect represented by Wang Chongyang, advocating for the cultivation of inner alchemy and the inheritance of Taoist teachings, while Zhengyi Dao is a Taoist sect represented by Zhang Sanfeng, emphasizing the cultivation of immortals as an example. The position of Taoism in Chinese culture: Taoism holds an important position in Chinese culture and has had a profound impact on traditional Chinese culture, philosophy, medicine, literature, art, and other aspects. Taoist culture is also an important component of Chinese culture, and its value is still widely recognized and inherited in modern society.

### **The Formation of Taoism in Qingcheng Mountain**

In the history of Taoism, it is generally believed that Zhang Ling, a person from Fenghua, Jiangsu, was a symbol of religious belief in the first year of Emperor Shun's Han'an (142). The establishment of the Heavenly Teacher Road on Heming Mountain in Dayi, Sichuan is regarded as the beginning of Chinese Taoism. In the second year of Han'an, Zhang Xianzhong later preached in Chicheng Anshe. On Qingcheng Mountain, after his death, he died here, and Qingcheng Mountain became the founder of Taoism. Qingcheng Taoism is an important component of the development of Chinese Taoist culture, and its emergence, development, and development are inseparable.

The first is the "Dao" proposed by Lao Zhuang in the pre Qin era. Taoism is a comprehensive theory developed and evolved from various philosophical views within a certain historical context. Taoism has mystically visualized the thoughts of Taoism and personified individuals. In the early days of its establishment, it revered Laozi as its mentor and made the "Tao Te Ching" its core scripture. At the same time, there were also annotations on the "Tao Te Ching" such as the Heavenly Master Dao scripture "Laozi Xiang'er Annotation". Later, he referred to Zhuangzi's "Zhuangzi" as a scripture and called it the "Nanhua Zhenjing". From this point, it can be seen that Taoism is based on "Dao".

Secondly, it is the "witchcraft and ghost culture" passed down among the Ba and Shu ethnic groups; The Wu Gui Dao was originally an ancient belief in ancient times, closely related to folk beliefs, family sacrifices, praying for disaster, seeking divine treatment, funeral, praying for rain, and other customs, deeply rooted in people's lives. Although the status of witchcraft in society gradually declined after the Qin and Han dynasties, due to its broad popular base, it is still very common among remote and

ordinary people, especially in the provinces of Ba and Shu, which are the birthplace of witchcraft and ghost paths.

Thirdly, the development of the concept and methods of the immortal family from the Warring States period to the Qin and Han dynasties. In the "Hundred Schools", there is a saying called "the unity of heaven and man", which is in the Spring and Autumn period. In the Spring and Autumn and Warring States periods, there were immortals in the Yanqi and Jingchu regions who advocated "immortality". They borrowed from Zou Yan's theory of "Yin Yang and Five Elements", explained their own concept of "immortals", and developed the "Fang Xianren". They advocate the pursuit of longevity, the pursuit of longevity, the pursuit of longevity. The belief in immortals, the method of avoiding valleys with luck, and the method of alchemy in the Fang Xiandao have all been inherited by Taoism. The method of immortals has evolved into the practice of Taoism, and the Fang family has gradually evolved into Taoism. The fourth is about the concept of Yi. The Book of Changes is an extremely valuable and rich work, which has high value for ancient philosophy, philosophy, philosophy, and other aspects.

Fourthly, the Yi learning ideology. The Book of Changes is a profound and precious document, which has had an important impact on the development of ancient philosophy, literature, religious studies, history, astronomy, calendar, geography, medicine, mathematics, etc., and is listed as one of the Five Classics by Confucianism. Since the Western Han Dynasty, a large number of annotated versions of the Book of Changes have emerged, gradually forming a specialized study of the Book of Changes. People in Daomen regard the Book of Changes as a classic and attach great importance to the exploration of its theory. The content and form of the Book of Changes have been absorbed by Taoism, infiltrating its basic beliefs, immortal system, and alchemy rituals.

In addition, "Yi" has also become a culture of Cuban Shu. An organic component of "Yi Xue in Shu". In the early Han Dynasty, Yan Zun, a native of Shu County, wrote the "Lao Zi Zhi Gui", which explained the "Tao Te Jing" from the perspective of the Book of Changes and presented it in the form of the "Book of Changes". In the "Records of Huayang Kingdom", it is said that "Yan Zun, also known as Junwangping, was born in Chengdu and specialized in studying the Book of Changes. He was delayed by Laozhuang and wrote the "Guiding Principles", which is the foundation of Taoist classics. The emergence of this book not only made Taoist theory more systematic, but also had a certain impact on Zhang Ling's establishment of the Heavenly Teacher Road in Shu." Laozi "The two individuals who transformed from philosophy to theology and ultimately into Taoism were Yan Shi and Zhang Zhongjing. Their contributions and basic principles in "Lao Zi Xiang Er Zhu". In the development of this period, a large number of Taoist scholars came to know it. For example, Du Guangting, a high Taoist priest on Qingcheng Mountain in the Tang Dynasty, was deeply familiar with the way of the Book of Changes. His book, The Book of Morality, Guangshengyi, said "the way of heaven and earth, the way of heaven and earth", and his book, The Book of Morality, Guangshengyi, also had the word "heaven and earth". This path is to create all kinds of laws, which can be

changed and can be changed. During the Southern Song Dynasty, in the "Wuji Tu Shuo", There is a saying: "The Tao is human nature, human destiny. Nature has no birth, but life comes from life. Everything is an empty beginning, everything is something, everything is something. One Yin and one Yang are the Tao, endless, and easy." Yi is the Tao, and the Tao generates one, transforming one into one. One life is two, with odd Yin and even Yang, two generate three, innate Qi, and acquired Qi. The influence of Yi on Taoism is obvious, At the same time, it has also made significant contributions to the development of Taoist doctrine.

### **The Development of Taoism in Qingcheng Mountain**

Located in Qingchengshan Town, Dujiangyan Irrigation Project City, Qingcheng Mountain is one of the famous Taoist holy places in China. It is one of the famous scenic spots in China and also a unit for the protection of Chinese cultural heritage. Qingcheng Mountain has a long history. As early as the Spring and Autumn Period and the Warring States Period, people lived and practiced Taoism here. During the Han Dynasty, this place became an important place for Taoist cultivation, and during the Tang Dynasty, it even developed into a famous Taoist mountain. It integrates a variety of cultural elements, among which Taoism culture is the main feature. Taoism culture includes the landscape, architecture, sculpture, music, painting, calligraphy, medicine and other aspects of Qingcheng Mountain. The buildings in Qingcheng Mountain are mainly represented by the "Three Taoist Temples", which are of great value in architectural art, sculpture art, calligraphy art, etc. There are many traditional cultural festivals in Qingcheng Mountain, such as ancestor worship on the Tomb Sweeping Day, Yulan Festival on the Zhongyuan Festival Festival, Guanyin Festival on the 15th day of the third month of the lunar calendar, among which the most famous is the Taoist activity "Celebration of Tianshi Cave" on Qingcheng Mountain. From the 9th to the 15th day of the first month of each year, local Taoists and pilgrims will come here to celebrate. The Taoist culture of Qingcheng Mountain has a long history of inheritance. Now Qingcheng Mountain Taoist Association has become one of the largest Taoist organizations in China, and its influence on Taoist culture is very wide at home and abroad. Qingcheng Mountain is an important part of Chinese cultural heritage and has important historical, cultural and tourism values.

In 142 AD, Zhang Ling established his sect at Mount Heming. Tianshi Dao was originally an organization of Zhang Ling. One alliance of power, therefore in the eyes of future generations, it is also called the path of justice. In the development of their descendants and generation after generation, they also gradually regarded their ancestors and ancestors as their own ancestors. This road covers the entire country. During the Wei, Jin, and Southern and Northern Dynasties, a Taoist named Kou Qianzhi from Songshan, "treated each other with courtesy. He changed the tradition of the Heavenly Teacher Way and combined Confucian ethics with Buddhist precepts, advocating for faith.

The "Five Constants", "Sages", and "Keeping oneself as a jade" are considered one of the commandments of Taoism, thus forming the ethical principles of Confucianism. This is a code of conduct. Under the transformation of Ji Qianzhi, the Heavenly Teacher Road was also known as the "Northern Heavenly Teacher Road".

Afterwards, there was Lu Xiujing's "Three Zongs and Three Zongs, Hongyan Er Ge". Established the "Southern Heavenly Teacher Dao," advocating the convergence of Confucianism, Buddhism, and Taoism. He believes that vegetarianism is the foundation of those who seek the Tao. "Upward, one can become immortal, and upward, one can become the Tao." "In the middle, one can pacify the country, live long, and be in good fortune, unmoved, unmoved, unmoved, unmoved." To eliminate evil, plague, perish, and all sentient beings, there is no need to use the extreme. He absorbed the Confucian feudal ethics and morality, as well as the Buddhist concept of "purity in the three industries". His purpose was to persuade good and bad people. He established a set of Taoist recipes and regarded fasting etiquette as the main way to become immortal and attain the Tao, while also catering to the needs of feudal society and etiquette.

South Tianshi Road is part of Qingcheng Mountain. Taoism has developed to an extremely prosperous stage, especially on Qingcheng Mountain, where the Southern Tianshi Taoism is extremely prosperous. In the late Tang Dynasty, with the introduction of the Upper Qing School, this situation changed. The Shangqing Sect originated from the "Shangqing Jing" written by Yang Xi. Tao Hongjing copied it into the "Zhengao" and based it on internal observation, not on the method of alchemy. He advocated that if one could cultivate it, they could soar to the "Shangqing" realm beyond the "Taiqing realm" pursued by the Heavenly Master Dao, hence the name "Shangqing Family". At the end of the Tang Dynasty, Du Guangting, the seventh descendant of Tao Hongjing, came to Qingcheng Mountain to integrate the Tianshi Taoism and Shangqing Taoism. Since then, there has been a new branch of Qingcheng Taoism. During the process of following Wang Jian, Du Guangting was demoted to the rank of Guanglu Doctor and was also demoted to the rank of Minister of Household. He lived on Qingcheng Mountain for more than 30 years and wrote more than 30 scriptures, which is a major part of Chinese Taoist classics and a major contribution to the development of Taoism.

In the Song, Liao, Jin, and Yuan dynasties, the development of Taoism reached a new stage of both development and development. Zhang Boduan, the founder of the Five Great Southern Gates of Taoism in the Song Dynasty, went to Sichuan in the early years of Xining. In the eighth year of Xining (1075), he expounded the principles of the Golden Elixir in a poetic way, advocating for "predestination before nature", which is the most important part of Taoism. When Zhang Boduan studied Taoism in Shu, his master was not mentioned in history books, There is only one sentence: "According to the preface of his disciple Weng Baoguang's" Annotations on the Wuzhen Chapter ": 'From the beginning of the year, when he met the father-in-law of Qingcheng in Chengdu, there was a wonderful decree of the Golden Elixir. Moreover, according to the statement of Lv Yuanchang, the disciple of Bai Yuchan, the fifth ancestor of Nanzong, there is also some truth. According to the" Preface to the Dao Collection by Hai Qiong "by Liu Yuanchang, the younger brother of Bai Yuchan, the fifth ancestor of Nanzong,' Zhang Dezhi Liu Haichan, Liu Dezhi Lv Dongbin. Many people in the Taoist sect say the same." (Wenjing, 2017)

## Main Contents of Taoism Culture in Qingcheng Mountain

The development of Taoism in Qingcheng can be said to be a microcosm of the development of Taoism in China. No matter how many schools of Taoism have emerged throughout the entire development process, all schools are centered around Taoism's "immortality, immortality". The differences between schools are often caused by different emphasis on cultivation concepts and methods. In the final analysis, these forces have carried out a series of religious practices and survival based on the "Tao". To be precise, their starting point is the same, and their goals are also the same. The only difference is that their goals are not the same. Taoism's way of keeping healthy is a major part of Taoism. In the long history, the seniors who practiced Taoism and realized Taoism in Gan Qingcheng Mountain created, inherited and developed the health preserving culture of Qingcheng Taoism, and passed the long historical test and accumulation. The development of Taoist health culture in the Qingcheng area should not only be influenced and limited by the overall development of Taoism, but also ensure its healthy development to a certain extent. At the same time, its development can enrich the content of Taoism and play a positive role in promoting its development. As mentioned earlier, in history, Taoism went from seeking natural elixirs to artificially refining golden elixirs in order to transform the flesh into a god, and then to the late Tang and Five Dynasties. With the gradual improvement of internal alchemy and the transformation of three cultivation methods, the concept and methods of Taoist self-cultivation also underwent corresponding changes. Qingcheng Taoism also has a similar development process. It includes the external alchemy of nourishing the body, the internal alchemy of refining essence, qi, and spirit, as well as static exercises such as Shouyi, holding the heart, and fetal rest, as well as dynamic exercises such as martial arts, qigong, and guidance, as well as a large number of nourishing methods such as feeding bait, eating qi, and clearing valleys. It is still used by people seeking physical health today.

### **Qingcheng Taoist Doctor**

Taoism has been closely linked to medicine since its inception. The main reason for this phenomenon is the belief in longevity in Taoism. Traditional Chinese medicine focuses on "eliminating diseases and prolonging life", while Taoism aims to "prolong life and become immortal". There is indeed a consistency in "prolonging life" between the two. Secondly, Taoism's "preaching through medicine" is an effective means of recruiting believers; In the era of Taoism, Zhang Ling's "Heavenly Teacher's Way" and Zhang Jiao's "Peace Way" were both based on "Fu Shui Shu", mainly "Fu Shui Shu", and mainly "Fu Shui Shu" to recruit disciples. Since the Wei and Jin dynasties, in pursuit of monastic practice and immortality, many Taoists have regarded medicine as an essential subject of monastic practice. Ge Hong said, "So ancient scholars would study medicine to solve the problems in front of them." Tao Hongjing said, "The way of disciples must be based on treatment, and should not lead to decreased brain power or accumulation of body fluids due to deficiency." Disease should not be the first priority, and even food cannot make people healthy. "From this point, we can see that medicine plays an important role in the culture of Taoism. In ancient times, there were many Taoism active here in Qingcheng Mountain. The medical connotation of Taoism combines the strengths of each family and the diseases

it treats, covering internal and external, women and children, trauma and other fields, especially orthopedics.

In terms of pharmacology, the Taoists of Qingcheng Mountain have formed a batch of pills with remarkable curative effect after unremitting exploration. According to the "Records of Qingcheng Mountain", since the Song Dynasty, Taoists in Qingcheng Mountain have been planting precious medicinal materials, such as Chuanxiong, Tianpu, and Lingzhi, which is one of the important contributions of Qingcheng Mountain Taoism to the Chinese medical community. At the same time, in the process of practice, they have also summarized a series of healthful methods, such as dietotherapy, grain digging, breathing and breathing, meditation, and meditation. Among them, meditation, meditation, etc. are included in the "Jinggong" category of Taoism, Different from dynamic techniques such as guidance and martial arts. The author does not distinguish between movement and stillness, but from its function of adjusting people's psychology and spirit, its essence should be attributed to "psychotherapy", thus belonging to the category of "Taoism". Psychotherapy is not a unique treatment in modern medicine, but a treatment that has existed since ancient times and is known as "psychotherapy" in China. Both Taoist and traditional Chinese medicine have paid attention to the role of psychological factors such as emotions in the body, advocating the use of emotions in the qi and internal organs. Through psychological or spiritual factors, the positive qi in the body is mobilized to fight against diseases and pathogens, in order to achieve the goal of eliminating and supporting the body, and restoring health. So the people in the Taoist school always pay attention to the cultivation of their mental state. This precious medical wealth can still play a significant role today.

### **(1) Dietary therapy**

Traditional Chinese medicine advocates the principle of 'medicine and food are of the same origin', emphasizing that 'food can alleviate hunger and medicine can treat diseases', and emphasizing the nourishing and regulating functions of food on the body. Taoist dietary therapy is based on the principles of traditional Chinese medicine, categorizing various foods according to their properties and principles, and providing corresponding therapies according to the symptoms of the five organs and six organs. In Sun Simiao's "Qian Jin Yao Fang", there is a chapter called "Food Therapy Chapter", which provides a detailed explanation of the principles and methods of dietary therapy. There is a saying that goes well: "The health of a person depends first on food, secondly on medicine, and secondly on medicine. Those who do not understand diet cannot survive, while those who do not understand medicine cannot cure diseases. Therefore, food can dispel evil, soothe the five internal organs, soothe the spirit, and nourish qi and blood." In addition, there are also many classics related to diet in Taoism, such as the "Immortal Eating Classic" and the "Miscellaneous Immortal Bait Formula", The "Laozi Fasting Classic", "Four Seasons Imperial Food Classic", and "Shidianci Di Fa" all demonstrate the importance that Taoist medicine places on dietary therapy.

### **(2) Pigu**

The so-called Pigu means not eating any food, not eating any food. The "Fangshu" that initially prevailed in the Qin and Han dynasties. Due to the fact that this method is often used in conjunction with the inhalation method, it is called 'Qigu Shiqi'. In order to live forever, one must clean the intestines and stomach, and in order to live forever, one must remove impurities from the intestines and stomach. There is also a saying that those who eat grass are intelligent, those who eat meat are strong, those who eat rice are intelligent, and those who eat qi live long. @ In the view of alchemists, because people eat grains and miscellaneous grains, the burden on the spleen and stomach is increased, which is dirty and filthy, thus leading to the phenomenon of "wisdom but not longevity"; And I believe that the endless supply of grains, accompanied by miraculous elixirs, can achieve the goal of 'never eating, never dying, never extinguishing'. The so-called 'Pi Gu' does not mean not eating anything, but rather referring to grains and miscellaneous grains. Before opening the valley, traditional Chinese medicine such as Kui Zi, Hu Ma Zi, and Da Ma Zi can be taken to moisten the intestines and reduce pollution, as well as prevent intestinal adhesions. When eating in Pigu, you can gradually stop eating by eating less food. When you feel hungry, you can eat some medicinal soups made from sesame, black beans, red dates, chestnuts, yellow essence, Poria cocos, asparagus, ginseng, cypress leaves, honey, etc., combined with some food, and gradually get used to a life without eating. A scientist in the United States has conducted decades of research on the aging of rats and orangutans, and found that reducing food intake can delay the process of aging. Reducing food intake can reduce the free radicals in the body, thereby reducing the speed of aging. In recent years, many people have found that uncontrolled food can cause great harm to the body. Modern people can lose weight, beautify themselves, remove excess fat from the body, eliminate impurities from the body, improve the body, prevent diseases, and strengthen the body by eating Pigu.

### (3) Confinement and contemplation

Exhalation is a type of exercise that mainly involves breathing and exhaling, also known as "promoting qi", "regulating breathing", "exhaling", and so on. It is often used in combination with prescriptions such as Pigu and Cunshi, and also has the difference between taking internal and external qi, which is the difference between external qi and internal qi. The so-called 'taking external qi' refers to taking some beneficial external qi that is beneficial to the human body, such as the qi of the five elements, the qi of the sun and the moon, and so on. The so-called "taking internal qi" refers to using a special method to guide the internal qi to move within the body, thereby improving the function of the five organs and six organs. The focus of these two methods is different, but the difference between the two is not significant in treatment. More often, these two methods combine the two methods to form an internal connection.

The method of breathing is often combined with contemplation. Thinking, that is, thinking. The "Jade Classic of the Huangting Inner Scenery of the Supreme Court" records the spirits of the five organs, six organs, limbs, seven orifices, five organs, and six vital points of the body. For example, the "Zhida" chapter states: "The 'Zhida' does not need to pay attention to the essence of the mouth and tongue, the

essence of the hundred sections. The essence of the hair is Canghua, Taiyuan, the essence of the brain, mud pills..." There is also Zhang Yun, "Dan Yuan, Shou Ling, the lung god Haohua, void, liver dragon inflammation, and the method of cultivating the gods of the sun, moon, and stars...", It is the method of cultivating the gods. This is the so-called "inner vision", which allows people to see their internal organs clearly and resist the invasion of diseases. When taking the medicine, it is often associated with the mind, such as "taking the sun awn method", "sitting on the ground, facing the eyes, remembering that there is an image of a day, as big as a coin, red purple light, nine awns, from the chest into the lungs, into the teeth into the stomach. After a long time, after seeing your heart, you can breathe out, rinse, and drink thirty-nine cups to stop. Three times a day." This method can collect the essence of the sun, and supplement the yang power in the body, It can also treat yang deficiency disease. By combining ideas with beliefs, a method of extracting gas has gradually emerged. The technique of breathing does not require entering the stomach and lungs through the mouth and nose, but rather through the meridians and acupoints. For example, taking the essence of the sun and moon: "Facing the sun and moon, observe the essence of their essence, entering from all directions, descending from the Ren meridian, descending from the Dantian, ascending through the Governor meridian, and descending from the clay pill." The "meditation" method can make people's dispersed spirit become more focused, thus cultivating their ability to concentrate, So that people can be more effective in their work and learning; It can also help people shift their attention when facing immense pressure and stress, thereby reducing physical and mental stress, and preventing negative emotions from damaging the body. Although there are many mysterious elements, its regulation of the human soul objectively exists.(Li Huanhuan HeYan, 2013)

#### **(4) Shouyi**

This sentence comes from Laozi. Although there is no mention of "Shouyi" in the "Tao Te Ching," Baoyi "and" Deyi "are already common in the" Laozi ". Chapter 10 of the Tao Te Ching states: "When one has a camp, one has a camp, won't it never separate?" The "camp soul" in it is the soul; 'Embracing one' means' simplicity ', which means that the souls of two people should snuggle tightly together. Chapter 22 goes, "In order to be small and broad, in order to be great and broad. Therefore, the unity of sages and sages is the way of the world." For example, Chapter 39 goes, "In the past, there was a person who obtained a clear sky, a peaceful earth, ghosts and souls, a abundant valley, a hundred herbs, and a feudal lord, and the loyalty of heaven and earth. His meaning is. Zhuangzi inherits and develops Laozi's theory. Zhuangzi goes from "embracing one" and "obtaining one" to "keeping one", from "one" to "one" and then to "one". There is a saying in Zhuangzi's "Zai Yu": "If one can maintain a state, it will last for 1200 years, but there will not be a state." Zhuangzi's "Deliberate" says: "To be true to be true, to be true to be true. Don't lose, to be one with God. One achievement can achieve heavenly relations." The idea of "keeping one" in Zhuangzi is the most direct source of cultivating gods through "keeping -" in Taoism. There are many sayings about "Shou Yi" in Taoism, such as "Shou Zhen Yi", "Shou Xuan Yi", "Shou San -", etc. However, the core idea is the same, which is to use one thought as ten thousand thoughts, which is the so-called "one thought as ten

thousand thoughts". The general approach is to find a quiet, well ventilated, and well lit place, and to regulate one's mood, eliminate all distractions, and enter a state of tranquility; Then there is true cultivation. In short, "Shouyi" is actually a focused spiritual cultivation method. After cultivation, one can exercise one's emotions, avoid being trapped by external things or disturbed by external desires, and achieve a state of tranquility. Only in this way can one achieve a good physical state.

### (5) Sitting and forgetting

Sitting and forgetting "is a sentence in" Zhuangzi Grand Master ":" Yan Hui Dao: Abandoning one's body to be wise, abandoning one's body to be wise, abandoning one's body to be wise, and being connected to it is called sitting and forgetting. "Sitting and forgetting refers to the state of being without oneself or self, without external or internal elements, and being integrated with the Tao. This is a state of being without oneself or anyone, without internal or external elements, and without distinction. It is an advanced form of cultivation in Taoism, used for refining the mind and spirit. In essence, "forgetting" belongs to the scope of "psychological and spiritual adjustment method", which restores the balance between the body and mind through "stillness", allowing the body to achieve coordination and order. Sima Chengzhen briefly explained this in his book "Tian Yin Zi": "Those who sit and forget are born of thought, born of thought, born of thought. Those who act but cannot see are born to sit, those who see but cannot see, and those who forget. What is impossible? There is a saying that goes well, that is, your heart is not affected. What is invisible, that is: everything disappears. To achieve enlightenment and be consistent with the Great Harmony, there must be a" stillness " The state of mind is to abandon all distractions and maintain a calm state of mind; Then there is' save my soul, think of my body ', close your eyes, see your own eyes, take back your heart, see your heart, neither your eyes nor your heart will leave your body ', and finally, enter' forget everything '. Sitting and forgetting oneself "is a way of practicing meditation, and throughout the entire process of practice, the word" stillness "is always implemented. In traditional Chinese medicine, "nourishing the heart with calmness" is a saying that the heart is the top of the five internal organs, controlling the blood and spirit. The heart is healthy, and people without diseases have healthy organs. People with heart deficiency may experience exhaustion of qi and blood, and become terminally ill. This shows how important "rest and recuperation" is for the body. In ancient China, whether it was the way of ascending immortals, the way of meditation in Zen, or the way of cultivating objects, they all attached great importance to the practice of meditation. Buddhist contemplation and meditation both consider calmness as a crucial step in practice, For example, in the "Qixin Lun", it is said: People who practice calmness should maintain calmness, maintain their own state of mind, do not rely on breathing, do not rely on color, do not rely on nothingness, do not rely on earth, water, fire, wind, or even rely on their own perception. The way of the world is inherently intangible, and one's thoughts cannot be extinguished, reborn, or died, nor can one change one's own state of mind at will. Then, use one's own mind to purify one's own mind Confucianism also emphasizes the cultivation of mind and nature, pursuing a tranquility, a peace of mind, and a indifferent mindset, as stated in "The Great Learning": "First there is enlightenment, then there is tranquility, then there is

tranquility, after tranquility, there is tranquility, after tranquility, there is thought, and after reflection, there is gain." From this, it can be seen that various disciplines such as Confucianism, Buddhism, Taoism, and medicine attach great importance to the word "tranquility". In this constantly expanding era, humanity has evolved from dissatisfaction with material life to dissatisfaction with spiritual life, which has led to an increasing number of psychological illnesses. Drawing inspiration from Taoist practices such as contemplation, unity, and sitting and forgetting can effectively adjust a person's mood, reduce negative emotions, and improve their physical and mental qualities, which has a strong practical guiding role.

## 6. Landscape Culture

The so-called landscape is a kind of scenery displayed in a certain area, which is a visual effect that people can see. The terrain reflects your location and the surrounding space and materials. Landscape architecture is a comprehensive landscape architecture, which is a complex composed of various natural factors and human factors. In natural ecology, landscape is composed of interacting ecosystems that overlap in a similar form and have spatial specificity. It is a complex of natural classifications. Landscape also includes the artificial changes made by people to natural objects in order to meet their own life and work needs, resulting in an interactive complex, which we call artificial landscape, including houses, streets, and so on. Generally speaking, landscape refers not only to external natural environments such as mountains, vegetation, and water bodies, but also to artificial environments created by people for survival. Landscape is a complex ecosystem with organic and complex characteristics, from rural to urban, from national to international, and even the world, all of which are an organic whole. Landscape is a unique trace left by human in the process of production. It is an integrated organism of human society, history and natural system. (Zhanglong, 2023)

### Knowledge of natural landscape

It refers to the landscape features in the natural environment formed under physical geography conditions

**Topography:** Topography is the basis of natural landscape, which is the shape of the earth surface formed by geological processes and surface movements. Common terrain types include mountains, ridges, hills, plateaus, plains, canyons, streams, etc.

**Hydrology:** Hydrology is an important part of natural landscape, including rivers, lakes, oceans and other water bodies. Hydrological landscapes play a crucial role in the natural environment as they provide a living environment for animals and plants, as well as a place for people to engage in leisure, entertainment, and tourism.

**Vegetation:** vegetation refers to the plant community in the natural environment, including grassland, forest, desert, wetland, etc. Vegetation has a profound impact on

the shape, color, breath and other aspects of natural landscape. At the same time, vegetation is also an important factor in maintaining ecological balance and protecting the environment. Rocks: Rocks are an important component of natural landscape, including rocks, cliffs, peaks, pillars, etc. The shape, structure and color of rocks have an important impact on the aesthetic value and scientific value of natural landscape. Animals: Animals are an important part of natural landscape, including land animals and aquatic animal. They play an important role in the natural landscape and make important contributions to the maintenance of ecological balance and biodiversity. Astronomy: Astronomical landscapes include natural phenomena such as the sun, moon, stars, clouds, mist, and glow. They play a very important aesthetic and cultural role in the natural landscape, and also provide important reference value for people to carry out meteorological, climate and astronomical observations. The rich and colorful natural landscape contains rich knowledge of natural science, human geography, ecology and other disciplines, which is of great significance for understanding and protecting the natural environment.

## **Knowledge of Cultural Landscape**

Cultural landscapes refer to artificial landscapes created by human activities, including buildings, urban planning, historical sites, parks, etc. Currently, it mainly focuses on buildings: buildings are products of human activities, including residential, commercial buildings, cultural facilities, religious buildings, etc. Buildings occupy an important position in urban landscapes and historical and cultural heritage, and are also places for people's daily life and work. Urban planning: Urban planning refers to the planning of the design, management, and development of urban space. Urban planning involves multiple aspects of the city's society, economy, culture, etc., and is of great significance for the development and management of the city. Historical relics: Historical relics refer to cultural heritage in human history, including ancient buildings, cultural relics, sites, etc. Historical sites play an important role in cultural landscapes, serving as important carriers of cultural inheritance and historical memory. Parks: Parks are green spaces in cities that not only provide a place for leisure and entertainment, but also an important component of the urban ecological environment and landscape. Art refers to objects of artistic value created by humans, including paintings, sculptures, music, dances, dramas, etc. Art plays an important role in cultural landscapes, adding an artistic atmosphere and cultural taste to cities. The cultural landscape covers numerous fields, including architecture, urban planning, cultural heritage protection, landscape design, art, and other disciplines. They not only reflect human history and culture, but also have a profound impact on people's lives and future development.

## **7.Policies related to tourism landscape development**

The development of tourist landscapes involves multiple aspects, including land use, environmental protection, and cultural heritage protection. In order to promote the development of the tourism industry, many countries and regions have formulated relevant policies and plans. Scenic area planning is an important part of formulating scenic area development plans. It needs to consider multiple factors such as the

natural environment, historical and cultural heritage, and tourism resources of the scenic area, and formulate development plans and goals that meet the characteristics of the scenic area and the needs of the tourism market. Then to land use policy: tourist attraction need to occupy a certain amount of land resources, so land use policy is crucial to the development of scenic spots. Some governments may conduct bidding, auction, leasing, and other forms of management on scenic spots to ensure the efficiency and rationality of land use. Environmental protection policies: tourist attraction are usually located in areas with beautiful natural environment, so environmental protection policies play a vital role in the development of scenic spots. The government will formulate corresponding environmental protection regulations and standards, monitor and manage the environmental impact of scenic spots, and protect the natural ecology and environmental quality of scenic spots.

Cultural heritage protection policy: many tourist attraction include historical and cultural heritage, and the protection and management of these heritage is also an important part of the development of tourist attraction. The government will formulate corresponding cultural heritage protection policies and standards to ensure that the cultural heritage of scenic spots is properly protected and utilized. Tourism market development policy: the government will promote tourist attraction through various channels, including the development of tourism products, publicity and promotion, to promote the development of the tourism market and the popularity of the scenic spots. In addition, the government will formulate targeted policies and measures for the development of tourist attraction according to the actual situation, so as to promote the development of the tourism industry and enhance the economic benefits of the scenic spots.

The official website of Sichuan Provincial Department of Culture and Tourism includes the introduction of institutions, the disclosure of government information, government affairs, interpretation and response, class services and interactive exchanges, and can be closely linked with the Department of Culture and Tourism through the information website, WeChat, Tiktok, Kwai and other network platforms. At the same time, the latest relevant policy information can be learned from the platform information.

## Research Site

### 1. Chengdu, Sichuan

Chengdu has a long and unique historical origin, with extremely profound cultural accumulation. As early as 4500-3700 years ago, Chengdu Plain has emerged a series of settlement centers of ancient Shu ancestors known as "Baodun Culture" later. These settlement centers have all been fortified with city walls and built places for worship and gatherings. Based on the large amount of historical relics unearthed from the "Jinsha Site", it can be inferred that Chengdu had become the central capital of the ancient Shu Kingdom no later than the late Yin and Shang dynasties to the early Western Zhou dynasty. (SongYurong,2022)



Figure 9 Administrative Division Map of Chengdu City  
Source: <https://image.baidu.com/>

## 2. Dujiangyan Irrigation Project

Dujiangyan Irrigation Project is located in the west of Dujiangyan Irrigation Project City, Chengdu Plain, Sichuan Province, on the Minjiang River in the west of Chengdu Plain, about 50 kilometers away from the urban area of Chengdu, and 20 kilometers away from Qingcheng Mountain Scenic Area. It is composed of canal head (Yuzui, Feisha Weir, Baopingkou) and irrigation areas covering 40 districts (cities) and counties in 7 cities of Sichuan Province. The canal head covers an area of more than 200 mu. A huge engineering system composed of canal head hydroproject (Yuzui, Feisha Weir, Baopingkou), diversion channels at all levels in the irrigation area, various engineering buildings, large, medium and small reservoirs and ponds, etc. It is responsible for the irrigation of more than 11.3 million mu of farmland in 40 counties (cities, districts) of 7 cities (prefectures) in the central and western regions of Sichuan Basin, the water supply for many key enterprises and urban life in Chengdu, as well as flood control, power generation, floating water, aquatic products, aquaculture, fruits Comprehensive services with multiple goals such as tourism and environmental protection are irreplaceable water conservancy infrastructure for the development of the national economy in Sichuan Province.

### 3. Qingcheng Mountain Front

Qingcheng Mountain Scenic Spot is located in Qingcheng Mountain Road, Qingcheng Mountain Town, Dujiangyan Irrigation Project City, Chengdu, Sichuan Province, 68 kilometers away from the urban area of Chengdu, 16 kilometers away from the urban area of Dujiangyan Irrigation Project, and is part of Qingcheng Mountain Dujiangyan Irrigation Project tourist attraction. The area around Qingcheng Mountain is 120 square kilometers, including the front mountain and the back mountain, which are divided into the front mountain and the back mountain of

Qingcheng. There are many cultural relics and historical sites in Qianshan; The natural scenery of Houshan is primitive and beautiful. The scenic area has 36 peaks, 72 caves, and 108 scenic spots. It is located in a subtropical humid monsoon climate zone, with towering peaks and lush trees that are evergreen all year round. Surrounded by various peaks, it is as strong as a city wall, hence the name Qingcheng, meaning a green city. The scenic area is deep and quiet, hence it is also known as the "Qingcheng Tianshan Mountain". Qingcheng Mountain is one of the birthplaces of Taoism in China and the fifth of the top ten Taoist caves. In 1982, Qingcheng Mountain Dujiangyan Irrigation Project Scenic Area was identified as the first batch of national key scenic spots by the State Council of the People's Republic of China. It is a world cultural heritage, a national AAAA tourist attraction, and has won the titles of National Low Carbon Tourism Demonstration Zone, National Smart Scenic Spot Demonstration Unit, etc. This research focuses on the front of Qingcheng Mountain.

Qianshan Mountain is the main part of Qingcheng Mountain Scenic Area, about 15 square kilometers, with beautiful scenery and numerous cultural relics and historic sites. The main scenic spots include the Natural Painting Workshop, Yuecheng Lake, Jianfu Palace, Tianshi Cave, Chaoyang Cave, Ancestor's Palace, Shangqing Palace, etc; The total area of Houshan is 100 square kilometers, with beautiful water, secluded forests, and majestic mountains. In winter, the cold air is oppressive, and in summer, it is incredibly cool. The main attractions include Jinbi Tianscang, Tai'an Ancient Town, Notre Dame Cave, Tongtian Cave, Baiyun Ancient Temple, and Tianqiao Wonderland.

## Related Theories

### 1. Related concepts

#### Visual expression of multimedia context

The term 'context' initially referred to the 'context' in linguistics, but later it can also be extended to the interrelationships and connections between one thing and other things in time and space. In today's world, the trend of digitization is becoming increasingly evident, with mobile phones, the internet, and computers making it easier and cheaper for people to access information. The transfer of traditional paper media information to today's digital information has brought faster and wider space to the transmission of cultural landscapes. Especially with the increasing popularity of short videos on the internet, it has given people more information. One of the main characteristics of multimedia language environments is the diversity of expression forms. Transforming traditional patterns into images, the digital processing of images can also be presented using multimedia contexts. The flat pattern can also be converted into a three-dimensional form, and by incorporating the concept of time, it forms a digital video form. Multimedia context is developing towards digital interaction, and short video live streaming is starting to appear in order to transmit

messages faster. Traditional multimedia digital technology only digitally processes images and text. From the perspective of urban historical landscape, information can be conveyed in an intuitive manner through various media such as short videos and live broadcasts. Its characteristics are: intuition, convenience, fast dissemination speed, wide dissemination range, and strong interactivity.(Tian Jia,2019)

The new method of urban image interpretation enables people to see the "horizontal" perspective from a "horizontal" perspective and rise to a "vertical" and "vertical" perspective. Visualizing multimedia scenarios can effectively supplement the shortcomings of traditional information transmission methods in time and space.

## **Tourism Identity**

Tourism is a one-time leisure experience that allows people to travel to another place in their free time. Due to the remote nature of tourism, it is necessary for people to pay sufficient attention to the safety of tourists in scenic areas. Therefore, the scenic area safety signage system has naturally become a research topic that cannot be ignored in the academic community. The safety sign system of tourist attraction refers to the collection of signs and symbols that can convey information to tourists that can protect themselves and scenic resources (scenic facilities, natural resources, cultural resources, scenic civilization, etc.). In terms of attribution, the safety sign system of scenic spots is a "self guided" interpretation system of scenic spots, which, together with the "guided" interpretation system, constitutes a scenic spot interpretation system. Essentially, it is an information exchange system. The ultimate goal of its construction is to meet the value needs of tourists as the premise, focus on the scenic spot and tourists, and achieve the economic, social, and ecological benefits of the scenic spot as the goal, Taking the information exchange between scenic spots and tourists as the core, to achieve the optimal benefits (economic, social, and ecological) of scenic spots. Unlike the tour guide system of ordinary scenic spots, the tourism resources of heritage scenic spots have higher value, and the role of tour guide media is also greater. From the perspective of protecting heritage scenic spots, the "guided" tour guide system is difficult to meet the needs of tourists, while the "self guided" tour guide system uses non living entities such as text materials, public information images, and sound as carriers, with a high degree of artistry and authority, and is not constrained by time and space, Therefore, in the development process of self-service tourism in China, more and more tourists have chosen self-service tourism as their research object. In the logo design of tourist attractions, safety is a highly valued issue, but it is often overlooked by people. At present, many tourism enterprises in China are still in a passive state of equipping, maintaining, and inspecting safety facilities. Responding to inspections by star rating, rating, and public security and fire departments is an important driving force for their safety management. The safety sign system of a scenic spot is directly related to the experience of tourists and their health. If the safety sign system of a scenic spot is not complete enough, it is easy to cause safety accidents in the scenic spot. Therefore, the subject takes Qingcheng Mountain Dujiangyan Irrigation Project Scenic Spot as a case, and on the basis of sorting out the relevant literature at home and abroad, constructs a set of "protection", "protection" and "protection" levels with "protection" as the core. From the

perspective of "protection", it conducts in-depth analysis and exploration of the relationship between "protection" and "protection" in China.(Zhong Ji,Zhu Min,2018)

### **religious belief**

Protection of religious beliefs. In the new Constitution of the People's Republic of China, it is clearly stated that "the people of the People's Republic of China enjoy freedom of belief". No government agency, social organization, or individual can force their citizens to convert or non convert, nor can they discriminate against religious citizens.

Citizens with religious beliefs. In these places, their legitimate activities are protected, and their faith worship and face-to-face procession continue to grow. Incense burning, Buddha worship, and praying for peace have gradually become an indispensable part of many people's daily lives. 2. Questioning the health benefits of religious tourism. No matter what religion it is, it will explain life and life in its own way, and these religions have a certain enlightening significance for people traveling in terms of their outlook on life and the world. Especially in today's era, where individual behavioral norms and social moral constraints are relatively weak, religion can point out a clearer path for people, and it has significant functions of enlightenment, comfort, and spiritual sustenance for people in the real world. As a healthy belief, Taoism attaches great importance to the health of food. After a long period of development, it has gradually developed a set of "vegetarian" and "less eating" dietary methods with certain religious characteristics and scientific significance. Such dietary habits are very tempting in today's era of emphasizing health.(Xiao Feng yi,2020:33-36)

## **2.Related theories**

### **Main theories**

Tourism, as a complex socio-economic phenomenon, requires the application of various theories to explain and understand its essence and impact. Samond's Critical Theory: Critical theory holds that tourism, as a cultural phenomenon, is a product of social forces and should be analyzed and understood from political, economic, and cultural perspectives. Marcelo Sal's theory of tourism production: This theory believes that tourism is a commodity and production activity, and the production, sales, and consumption of tourism products should be considered as a whole. Tourism operators should adopt a systematic approach to managing the lifecycle of tourism products. Kapilov's social psychology theory: this theory believes that tourism is a social psychology phenomenon, and people's tourism behavior and needs are closely related to their psychological state and values. Leisure Geography Theory: This theory believes that tourism is a form of leisure, and tourism activities should be considered as leisure activities in both time and space. The impact of geographical environment on tourism activities should be taken into account. Sustainable development theory: This theory believes that the development of the tourism industry should comply with the principles of sustainable development, and tourism operators should take a series

of measures to protect tourism resources and promote balanced socio-economic development.

## Secondary theory

Service marketing theory: Service marketing theory is mainly used to analyze the characteristics and consumer behavior of tourism services, as well as how to improve service quality and customer satisfaction. Cultural geography theory: cultural geography theory is mainly used to analyze the impact of tourism activities on local culture, as well as the interaction between tourism activities and local culture. Consumer Culture Theory: Consumer culture theory is mainly used to analyze the cultural background and social significance of tourism consumption, as well as the impact of consumer culture on tourism consumers. Tourism Communication Theory: Tourism Communication Theory is mainly used to analyze the dissemination methods and effects of tourism information, as well as how to attract tourists through effective communication strategies. Tourism Planning Theory: Tourism planning theory is mainly used to analyze the formulation and implementation of tourism planning, as well as how to promote the sustainable development of the tourism industry.

## Review of the Research

### 1. China Research

Guanguodan, Wangting, Weisiyi, Zoushuang, (2021:48-50) Cognitive Analysis and Construction Strategy of Chengdu Tourism Image. Research Objective: To better understand Chengdu culture and understand Chengdu civilization from architectural culture by analyzing the image of buildings in Chengdu. Research has shown that Chengdu is a famous historical and cultural city, as well as the most attractive and important tourism center in China. The image positioning of Chengdu's tourism is "the capital of talent and leisure". Doing well in Chengdu's tourism plays an important role in its further economic development.

Hedong (2020:94-95) Dujiangyan Irrigation Project tourism product status and development analysis, research purposes: provide a strong support for the development of tourism cultural and creative products, and give full play to the value of its tourism cultural and creative industry will help promote the economic development and tourism resources development of the region. Research has shown that cultural and creative products have strong market competitiveness compared to other products due to the problems encountered in their development and the analysis of development strategies. As a tourist attraction with rich cultural resources, Dujiangyan Irrigation Project breaks the inherent thinking to develop and design cultural and creative products, which can give play to the cultural characteristics of Dujiangyan Irrigation Project, promote the vitality of Dujiangyan Irrigation Project cultural and creative products, and promote the economic development of Dujiangyan Irrigation Project area.

Jiaqiuchen, (2022) Research on the problems and countermeasures of Dujiangyan Irrigation Project's tourism market supervision. Research purposes: reduce the occurrence of chaos in the tourism market, maintain the fair order of the tourism market, build a safe and comfortable consumption environment for tourists to travel, better maintain the image of Dujiangyan Irrigation Project as a famous tourist city, and promote the sustainable and stable development of Dujiangyan Irrigation Project's tourism industry. Research has shown that market regulation issues can be addressed through the following measures: firstly, improving the implementation rules and mechanism system construction of tourism market regulation; secondly, strengthening the team of tourism market regulatory personnel and financial support; thirdly, strengthening the supervision of key areas of the tourism market; fourthly, improving the public participation system to enhance government regulatory efficiency; and fifthly, strengthening the construction of the tourism market integrity system.

Songyurong, (2022:39-46) Analysis of the degree of integration and development of cultural and tourism industries in Chengdu. Research purpose: To quantitatively evaluate the development level of Chengdu's cultural and tourism industries from 2014 to 2019 by constructing an evaluation index system for the development level of Chengdu's cultural and tourism industries. Introduce a coupling coordination model to measure the coupling coordination level and tourism development priority of Chengdu's cultural and tourism industries, explore the driving mechanism, and propose corresponding strategies for the integration of cultural and tourism development. Research shows that: (1) The coordinated development level of cultural and tourism integration in Chengdu has shown a state of slight imbalance to good coordination within 6 years. (2) The coordinated development of Chengdu's cultural and tourism industries is gradually shifting towards advanced tourism development. (3) The promotion of the integration and coordinated development of Chengdu's cultural and tourism industries mainly involves factors such as government macroeconomic policies and changes in tourism market demand.

Sunchang, Zhengque, Wenjing, (2021:35-36) made a survey on the current situation of the language landscape of Qingcheng Mountain Scenic Area. The purpose of the study was to propose countermeasures for the types, standardization and existing problems of the language codes on the front mountain signs with relatively concentrated landscapes in the scenic area. Thus providing suggestions and suggestions for the development of Sichuan's tourism industry. The research results indicate that Chinese is the dominant language code, occupying an absolute dominant position. Chinese appears in all signs and is the absolute dominant language. English appears in bilingual and multilingual codes and is the most dominant language in foreign languages. However, in the multilingual signs of Qingcheng Mountain Scenic Area, there are four languages of "Chinese, English, Korean and German" and five languages of "Chinese, English, Japanese, Korean and German". According to the requirements of the Classification and Assessment of tourist attraction 'Quality Grades, the 5A level tourist attraction' identification system should include four languages, namely Chinese, English and two other foreign languages (languages of your choice).

Tianjia. (2019: 143-160) Talking about the research on the development strategy of Qingcheng Mountain based on the business model. The purpose of the research is to take the commercial development model of Qingcheng Mountain in Dujiangyan Irrigation Project as the research object, (1) systematically study the current situation of Qingcheng Mountain (2) and the existing problems, combined with the business operation model, (3) Talking about the development strategy of Qingcheng Mountain from the development model, objectives, ideas, methods, etc. The research results indicate that tourism development should be carried out through a commercial development model, with the aim of building distinctive commercial facilities and developing distinctive cultural projects, integrating Taoist culture into food and commodity development.

Wangyingmei, Taochangjiang, Hujiajing, Caoxingping. (2017:78-82) Research on the safety sign system of cultural heritage scenic spots based on tourists' identity - take Qingcheng Mountain Dujiangyan Irrigation Project scenic spot as an example. Regional research and development. The purpose of the research is to draw up 11 safety sign measurement indicators to investigate tourists' identification with the safety sign system of scenic spots. The research shows that tourists generally agree with the importance of the safety sign system of heritage scenic spots, but most of them are from the perspective of self-interest; Tourists have low recognition of the safety sign system of Qingcheng Mountain Dujiangyan Irrigation Project Cultural Heritage Scenic Spot, and all elements of the safety sign system need to be improved, especially the design and function of the safety sign; The recognition level of tourists towards the safety labeling system of cultural heritage scenic areas is not entirely influenced by demographic characteristics; The recognition level of tourists towards the safety signage system of cultural heritage scenic spots is influenced by the frequency and form of tourists' travel. It is recommended that cultural heritage scenic spots implement optimization in terms of improving the layout and basic functions of safety signs, emphasizing landscape design, standardizing the text and color of safety sign systems, improving the visual size of signs, and conducting regular inspections and maintenance.

Weidongying, Fengyuanxia, Liaoyarong, (2017:140-149) Thoughts on the environmental interpretation planning of Qingcheng Mountain Dujiangyan Irrigation Project. Research purpose: Based on the current status of the interpretation system of Qingcheng Mountain Dujiangyan Irrigation Project, this paper analyzes and considers the further development of the interpretation system. Based on the overall development status of scenic spots and on-site research, this article proposes to construct a classified interpretation system for scenic spots to achieve diversity, education, and quality of interpretation types. Research shows; The introduction system of Qingcheng Mountain is analyzed concretely, and the corresponding solutions to the problems are proposed, providing rich cultural support for further enriching the tourism experience of Qingcheng Mountain.

Xiaoyifeng. (2020:33-36) Research on the relationship between the Taoist culture of Qingcheng Mountain and the garden of Xishu. Research goal: the garden has been influenced by a variety of thoughts and cultures during its generation and

development, of which religious culture is an important component. Both the Taoist culture of Qingcheng Mountain and the garden of Xishu originated from the unique natural environment of Xishu area, which is the unique embodiment of the regional culture of Xishu. In the long historical process, the two blend with each other, develop together, and have a close and profound relationship. By studying the relationship between the two, not only can theoretical research on the two be supplemented, but it can also be applied to the protection of traditional Western Shu gardens and guidance for the planning and construction of new Western Shu gardens, thereby assisting in the transformation and development of Western Shu gardens. At the same time, it provides ideas for finding cultural integration points in landscape design, and seeks ways and methods to express regional features in landscape design.

Zhanglong, Hujing, Linlei (2022102-104) explore the expression forms of landscape culture in the multimedia context. Research objective: To explore the various forms of landscape culture in the multimedia context, in order to contribute to the dissemination of urban image. Research has shown that the development of digital technology in modern culture has driven the development of networking, virtualization, and the convergence of public attention, thus forming the following characteristics of multimedia context: instantaneous, social participation, dissemination, entertainment, and other comprehensive functions. The dissemination of multimedia context has become the most important platform for people to obtain various types of information in real society. Traditional media methods are relatively difficult to globalize the dissemination of information. In the context of multimedia, it has become more convenient to spread culture and knowledge globally. Therefore, the development of multimedia context is becoming increasingly important in people's lives. In the dissemination of landscape culture, it is necessary to make good use of modern multimedia technology, apply multimedia context, and widely disseminate landscape culture and urban characteristics.

## 2. International research

Bolun Zhang, Xueni Zhang, Mengtian Peng, Ying Xu (2022:39-41) The Life Annotation of Taoist Culture to Solve the Problem of the Value of Life in Today's Society Research Objective: Daoist culture is a precious cultural heritage of the Chinese nation, but in today's disadvantaged era, how to guide citizens to understand Daoist culture, understand the true meaning of "being human, being reborn", and respect life in the concept of Taoist culture, Loving life wholeheartedly and externalizing it is particularly important for improving the quality of citizens and strengthening social stability. Research has shown that the Taoist ideology of 'indifferent to fame and fortune' is also a good medicine for today's society, providing a better perspective for in-depth research on Taoist culture and a feasible way to promote it.

Hélène Bloch(2019 : 163-180) From Daoist Cultivation to Longevity Market? "Nourishing Life" on Mount Qingcheng. Research purpose: Various discussions surrounding the concept of nourishing life in this temple were studied, and they were placed in the broader context of improving life as a profitable industry. It explores

how the concept of self-cultivation swings between leisurely happiness and the path of abstinence leading to longevity. The research shows that Qingcheng Mountain has a close historical relationship with Taoism, and Taoism is closely related to health cultivation. Qingcheng Mountain's unique natural landscape and Taoist activities bring people of different ages a sense of life experience. Nourishing life is more related to the concept of self exploration, which is a common way to describe the path to the Tao.

Huicun Tan (2017: 66-70) Analysis of Cultural Resources of Taoist Landscape Architecture in Qingcheng Mountain. Research purposes: As a national 5A tourist attraction, Qingcheng Mountain contains rich Taoist landscape cultural resources, which constitute an important part of Qingcheng Mountain's tourism cultural resources. As a famous Taoist mountain and an important tourist attraction in Sichuan, Qingcheng Mountain has become an important source of tourist attraction. The research shows that the combination of Qingcheng Mountain cultural resources and Taoism can integrate resources and attract tourists.

Jiaqi Luo, Yufan Ding, Xiaoyu Ming, Kezhu Lu, Xiaofang Yu (2018: 971-975) The Application of Taoism Culture in the Sichuan Bonsai. Research purposes: Through literature research and case analysis, this paper analyzes and discusses the guiding significance of Taoism in drawing natural landscape, creating space layout, and expressing the "life" artistic conception in Sichuan bonsai creation. Research shows that Taoism has a history of over 3000 years, and its ideological cultivation has permeated many aspects of Chinese aesthetics. Since the prosperity of Taoism in Sichuan in the late Eastern Han Dynasty, it has played an important role in the design, production, and artistic aesthetics of Sichuan bonsai.

Yuttapong Tonpradoo Sawit pongvat Noppasak Naksena and Rinlaphat chinnawut kulkarn. (2022: online) 2019 COVID-19 cultural tourism management research: Nakhon Si Thammarat Wa Yai Rattanapho case study It is important and necessary to adapt to the tourism industry in the COVID-19 crisis, because every destination, every family and every community know their own advantages. The automobile solves the immediate problems better than the government agencies, and is applied to the study of Qingcheng Mountain culture - China Sichuan tourism development route: Become a role model in protecting local culture during the process of knowledge transfer and adapt to addressing youth transformation issues. Ministry of Foreign Affairs of Thailand Community ships collaborate in emergency prevention and corrective learning. The recipients have the following characteristics: Creative analysis and quick adaptation 2) Talent and ability to obtain methods from trainers 3) Patient receiver Learning and practice persist in these obstacles, which plays an important role in the development of individual adaptability. And provide strong information for the development of Chengdu, Sichuan, China.

Yuttapong Tonpradoo Sawit pongvat and Noppasak Naksena (2565:51-63) Research on the Tourism Development Model of Andaman Province Community income must bring cultural costs to drive the economy based on four creative factors:

1) Creative science; 2) Technology Creative innovation 3) Creative society 4) Creative culture, which is an interconnected operation where all departments must collaborate in development. Create new products to increase economic value, such as souvenirs, collaborate with local economic institutions, and sacrifice accumulated cultural heritage. Local traditional knowledge applied to the development route of Qingcheng Mountain landscape culture tourism in Dujiangyan Irrigation Project City, Sichuan Province China: By studying the tourism development of Dujiangyan Irrigation Project City, Sichuan Province, China, it has become the forefront of local Taoist culture. Collaborate with government agencies, the private sector, and the people in the region to organize various cultural promotion activities, including the application of information technology systems for dissemination. Guidelines for Tourism Development in Dujiang City, Sichuan Province, China Dujiangyan Irrigation Project City, Sichuan Province, China

Ziyuan Lin (2022:58-70) The geography of relationships: Comparing Buddhists and Taoist Sacred Mountains in China Research objective: This study presents the results of a comparative spatial and statistical analysis of the geographical distribution and characteristics of Taoist and Buddhist holy mountains in China. Because both have a strong tendency towards the natural environment, we find that there are more similarities than differences between them, although these two religions have different origins, philosophies, and doctrines. Research has shown that it empirically supports the influence of Taoism on Chinese Buddhism, and these findings supplement the current understanding of Chinese Buddhism in terms of geographical dynamics of cultural integration and sinicization in China. The survey results also enrich the current debate, emphasizing the importance of environmental symbols in geographical and religious research. In view of the changes (including sadness) caused by the anthropocene and the connection between humanity and physical geography, we hope to stimulate more religious research based on geographical basis and methodological compromise.

## CHAPTER 3

### RESEARCH METHODOLOGY

Qingcheng Mountain Culture Landscape: Guidelines for the Development of Cultural Natural Tourism, researchers used qualitative research methods, which collected information through literature. The research methods are as follows:

1. Limitation of Research
  - 1.1 Research content
  - 1.2 Research methods
  - 1.3 Research period
  - 1.4 Research area
  - 1.5 Population and sample
2. Research Process
  - 2.1 Date collection tools
  - 2.2 Data collection
  - 2.3 Data processing and analysis
  - 2.4 Date analysis

#### **Limitation of Research**

##### **1. Research contents**

For the study of Qingcheng Mountain tourism landscape, determine the research background and importance. The research content mainly includes the following aspects

- 1). Historical background of Qingcheng Mountain
- 2). Current situation of landscape resources development in Qingcheng Mountain
- 3). Qingcheng Mountain landscape resources development path and development guide

##### **2. Research methods**

This paper analyzes the basic situation, development and main problems of Taoist cultural tourism in Qingcheng Mountain, and discusses the development of Taoist cultural tourism in Qingcheng Mountain. Through qualitative research, literature research, observation, questionnaire and other methods, this paper analyzes the existing problems, discusses the development strategies and strategies of Qingcheng Mountain tourism, and provides more meaningful references for the development of Qingcheng Mountain tourism, as well as for the development of humanistic scenic spots.

##### **3. Research period**

- 1) Using 15 days to determine the research topic and plan (September 2022)
- 2) Collect, organize and learn relevant knowledge within one month (October 2022)

- 3) Utilize 2 months of investigation, research, and implementation of relevant information (January February 2023)
- 4) Utilize one month to integrate data, report, and modify (March April 2023)
- 5) Use one month to draw conclusions and submit research results (April May 2023)

#### 4. Research area

In order to further obtain the relevant data required by the paper, the research on Qingcheng Mountain tourist attractions first collects and collates relevant knowledge from the network, and selects the following criteria for the scope of research:

- 1) Learn about the relevant local culture and customs in Dujiangyan Irrigation Project, specifically go to Yangtianwo Square, Giant Panda Base, Nanqiao Hydrolysis, and Commercial Street in Dujiangyan Irrigation Project.
- 2) At the same time, you can enter the Qingcheng Mountain Front Scenic Area and inspect the scenic area one by one according to the route map guided by the scenic area.
- 3) Interview local traders and tourists from time to time to further understand some views and opinions of local people on Qingcheng Mountain.
- 3) Observing the performance of intangible cultural heritage service personnel lifting sliding bars
- 4) Finally, a comparative study will be conducted on tourist attractions with similar landscapes, and a comprehensive comparative study will be conducted.

#### 5. Population and sample

**1) Key Information:** A total of 5 people: they are the publicity ambassador of Dujiangyan Irrigation Project Tourism and Culture Bureau, the conductor of Qingcheng Mountain Front Mountain, the tourist of Qingcheng Mountain Annual Pass, the merchant of Qingcheng Mountain, and the inheritor of intangible cultural heritage of Qingcheng Mountain slide pole.

Zhang Xin (Publicity Ambassador of Dujiangyan Irrigation Project Tourism and Culture Bureau).interviewee. Chen Yi.interviewer. Dujiangyan Irrigation Project Qingcheng Mountain Scenic Area Office . February 10, 2023

Zhang Bo(conductor of Qingcheng Mountain Front).interviewee. Chen Yi.interviewer. Ticket window in front of Qingcheng Mountain, Dujiangyan Irrigation Project City, Sichuan Province . February 10, 2023

Hu Xiuli (Qingcheng Mountain Annual Pass Tourists).interviewee. Chen Yi.interviewer. Qingcheng Mountain Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province. February 11, 2023

Li Changqing(vendors in the front of Qingcheng Mountain).interviewee. Chen Yi.interviewer. Vendors of Qingcheng Mountain Qianshan Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province. February 12, 2023

Chen Guanghua (inheritor of intangible cultural heritage of sliding pole in Qingcheng Mountain).interviewee. Chen Yi.interviewer. Qingcheng Mountain Front Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province. February 12, 2023

Choosing them as key informants for researchers is because their positions and positions can serve as representatives of this research aspect, providing information to researchers from both subjective and objective perspectives.

**2) Casual Information:** 10 people in total: they are the person in charge of Yangtianwo Square in Dujiangyan Irrigation Project, the person in charge of Nanqiao,

the manager of Qingcheng Mountain Wanghong Hotel, the taxi driver of Qingchengshan Qianshan, and the person in charge of Qingchengshan Qianshan Ferry

**3)General Information:** 5people: They are: friends who practice and investigate together, tourists who visit randomly, and merchants and vendors.

## Research Process

### 1.Date collection tools

- 1) Literature review can be accessed on online platforms such as CNKI, Wanfang, and Baidu, making it easier to collect, screen, and organize literature.
- 2) Data collection tools, including questionnaire surveys, interviews, and on-site observations, are used to collect the data required for the research.
- 3) Statistical analysis tools: When analyzing data, use statistical analysis tools such as Word, Excel, PDF, and other 4) transportation tools. During the on-site investigation process, self driving, sightseeing buses, cableways, and boats are required for further research.

### questionnaire investigation

In the research process of the paper, the topic selection was a conclusion drawn through multiple reflections. Qingcheng Mountain is a tourist attraction integrating natural landscape and cultural landscape. It has rich humanistic knowledge and is worth studying. First, check the current situation of Qingcheng Mountain tourism on the Internet.

Combined with some questions, I'd like to summarize your views on Qingcheng Mountain tourism. Qingcheng Mountain is an earlier developed tourist attraction. The tourism of Qingcheng Mountain has the inheritance of Taoist culture. Going to Qingcheng Mountain is not only a kind of tourism, but also a feeling of purifying the soul. In terms of age, young and middle-aged people have more choices for Qingcheng Mountain. They believe that after busy work, Qingcheng Mountain can let them calm down and feel life, away from urban pollution, and want to get close to nature and feel life. According to the literature, investigation and my own understanding of Qingcheng Mountain, I mainly divide the paper from the current situation, problems and development planning. I hope to apply my knowledge to the tourism development of Qingcheng Mountain.

### interview

Used for interviewing knowledge groups. During the field survey, the traders and random tourists in Dujiangyan Irrigation Project and Qingcheng Mountain scenic spots were interviewed. The general information group is composed of structured and unstructured interviews to understand the origin of tourism routes, understand the current situation and management issues, and obtain guidelines for the development of tourism routes. It is a form of interview created by researchers from a conceptual framework and research purpose.

The main purpose of interviews is to obtain research materials through formal or informal conversations with the research subjects. The interviewees of this study include Qingcheng Mountain tourism publicity ambassadors, Qingcheng Mountain road art performers, Qingcheng Mountain annual pass tourists, Qingcheng Mountain

vendors, and individual tourists. Before the interview, the following information needs to be prepared: create a table that lists the date, location, and main information of the interviewee (such as name, gender, age, job, etc.), ask questions, and prepare the interview outline and questions.

### 1) Structured interviews

Structured interviews can help understand the history, inheritance, development, artistic expression, social function, commercialization, marketization, education and promotion of Qingcheng Mountain culture, and comprehensively understand and master the relevant information and knowledge in the field of Qingcheng Mountain culture. It can be carried out from the following aspects: Origin and history of Qingcheng Mountain culture: ask respondents about their understanding and cognition of the origin and development history of Qingcheng Mountain culture, and understand the development and changes of Qingcheng Mountain culture in different historical periods and its impact on contemporary Qingcheng Mountain culture.

Inheritance and development of Qingcheng Mountain culture: understand the respondents' views on the inheritance and development of Qingcheng Mountain culture, and ask about the inheritance mode of Qingcheng Mountain culture, the cultivation of inheritors, and the status of Qingcheng Mountain scenic spot culture in modern society.

Qingcheng Mountain's historical inheritance and social function: understand the respondents' understanding of the function and influence of Qingcheng Mountain culture in society.

Commercialization and marketization of Qingcheng Mountain Scenic Spot: understand the respondents' perceptions and views on the commercialization and marketization of Qingcheng Mountain, including the current situation of Qingcheng Mountain's tourism industry.

### 2) Unstructured interviews

Unstructured interviews mainly emphasize the free expression and play of the interviewees, so that the interviewees can have in-depth discussions and exchanges on their personal experience, views, ideas, etc. in Qingcheng Mountain Scenic Area. In unstructured interviews, the following aspects can be involved:

Personal experience and feelings of Qingcheng Mountain Scenic Area: the interviewees can freely use it to describe their personal experience and feelings.

The relationship between tourist destinations and personal life: Understand the respondents' perception of the impact and role of tourist destinations on personal life, including their roles in family life, social activities, personal interests, and hobbies.

The relationship between tourist destinations and social culture: Respondents can freely explore the relationship between tourist destinations and social culture, such as the development and changes in different historical periods, the connection between landscape tourism and traditional Chinese culture, and the integration of landscape characteristics and contemporary society.

Future development of Qingcheng Mountain: ask the respondents about their views and prospects on the future development of Qingcheng Mountain Scenic Area, including how to better inherit and carry forward historical culture, how to innovate the form of Taoist culture, and how to let more people know and love Qingcheng Mountain Scenic Area.

Significance and value of Qingcheng Mountain Scenic Area: respondents can discuss the significance and value of Qingcheng Mountain Scenic Area to individuals, society, culture, etc., such as the role of Taoism in cultural inheritance.

### **Observation**

Go deep into Dujiangyan Irrigation Project City to further understand the "Xuanhuamen, Nanqiao, Panda Valley" and other scenic spots, taste the local food, feel the atmosphere of Dujiangyan Irrigation Project City's commercial street, understand the local cultural connotation, compare the development and status of tourism cities in other regions, and summarize and put forward relevant suggestions.

Go deep into the scenic spot in front of Qingcheng Mountain, and try every step of the way to the scenic spot. Specifically, go to the hotel and homestay near Qingcheng Mountain to investigate, the location of the parking lot, the location and fees of the shuttle bus, and the opinions and suggestions of tourists in relevant places will be adopted.

Observe the marketing mode, selling goods, prices, and tourists' opinions and suggestions of the merchants and mobile traders in the Qingcheng Mountain Front Scenic Area.

Observe the decoration of Taoist temples in Qingcheng Mountain Front Scenic Area, so as to understand the cultural transmission of each Taoist temple.

Observe the behavior of Taoist priests and monks practicing in the scenic area to further understand the ways of cultural inheritance.

### **Discuss**

Conduct thematic discussions with senior scholars and research partners, analyze controversial points in the research, and plan and arrange for issues that have not been identified.

### **Interview**

South for conducting interviews with knowledge groups. During the field survey, the traders and random tourists in Dujiangyan Irrigation Project and Qingcheng Mountain scenic spots were interviewed. The general information group is composed of structured and unstructured interviews to understand the origin of tourism routes, understand the current situation and management issues, and obtain guidelines for the development of tourism routes. It is a form of interview created by researchers from a conceptual framework and research purpose.

### **2.Data Collection**

Questionnaire survey collection: In the early stage of on-site investigation, a questionnaire survey is conducted first, and survey reports from different age groups are sorted out and accompanied by the report for on-site investigation.

Field observation: after basically consulting relevant data and collecting relevant survey results, further field investigation, implementation of the survey report, and further investigation of the actual tourism situation of Qingcheng Mountain.

### **3.Data Process and Analysis**

In the process of research, the organization and analysis of data mainly start from the following aspects, and use charts, tables and other ways to visualize data visualization to help me better understand and analyze data. By using descriptive

statistical methods, summarize and describe the data for comparison and analysis. Use statistical analysis methods such as t-test, analysis of variance, regression analysis, etc. to conduct statistical significance testing and modeling on the data to support my research conclusions.

#### 4. Date analysis presentation

This study will use qualitative research. Through field survey, interview, observation and other ways to collect data, the status and path of Qingcheng Mountain culture landscape tourism development are obtained, and the research results will be submitted as research papers.



Figure 10 Questionnaire feedback

Source: Yi Chen: Questionnaire screenshot (On 11th January 2023)

## CHAPTER 4

### RESEARCH RESULTS

Qingcheng Mountain Culture Landscape: Guidelines for the Development of Cultural Natural Tourism is a qualitative study in which researchers collect data through observation, interviews, and focus group discussions. Based on the research objectives, researchers present the results of data analysis, as follows:

- 4.1. Historical background of Qingcheng Mountain
  - 1.1 Geographic location and natural environment of Qingcheng Mountain
  - 1.2 Historical and cultural origin of Qingcheng Mountain
  - 1.3 Modern cultural value of Qingcheng Mountain
  - 1.4 Taoist cultural resources in Qingcheng Mountain
  - 1.5 Qingcheng Mountain related legends
  - 1.6 Analysis of landscape tourism resources of Qingcheng Mountain
- 4.2. Current situation of landscape resources development in Qingcheng Mountain
  - 1.1 Development ideas and principles
  - 1.2 Development Goals and Strategies
  - 1.3 Development Focus and Steps
- 4.3. Qingcheng Mountain landscape resources development path and development guide
  - 1.1 Economic Feasibility analysis
  - 1.2 Social Feasibility Analysis
  - 1.3 Environmental Feasibility Analysis
  - 1.4 Management System and Organization Setting
  - 1.5 Design of operation mode and service system
  - 1.6 Marketing and Promotion Strategies

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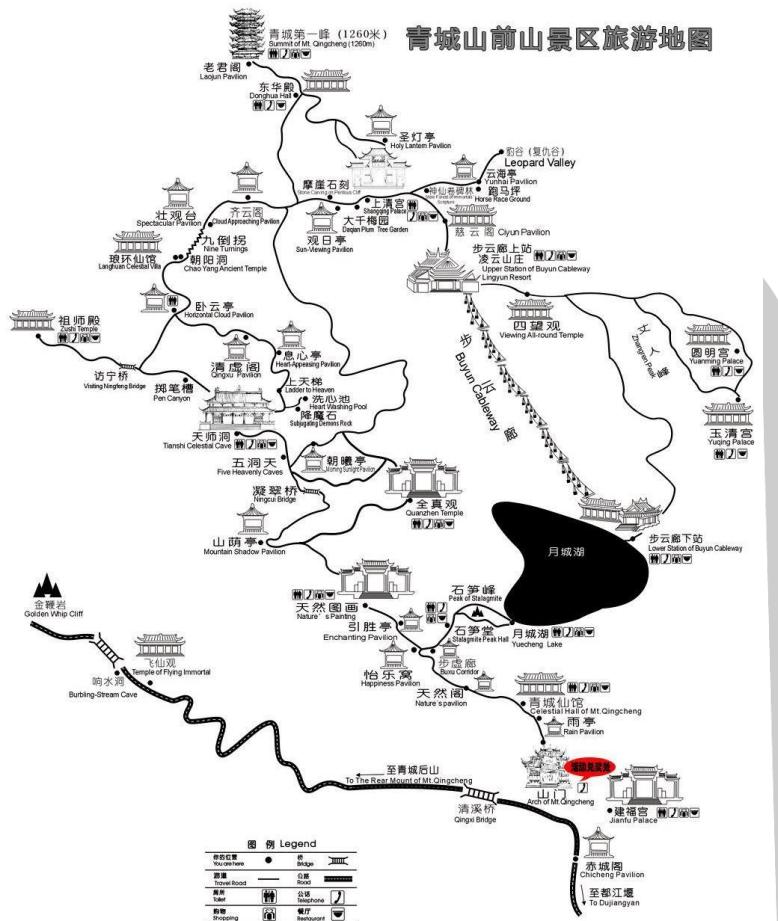


Figure 11 Tourist Map of Qingcheng Mountain Front Scenic Area  
Source: <https://image.baidu.com/>

#### 4.1 Historical background of Qingcheng Mountain

From the perspective of the development of China's tourism industry, China is moving forward from a "tourism power" in Asia to a "tourism power" in the world, and is moving forward to a "tourism power". China's "tourism market" has a bright future. According to the Central Propaganda Department, in the process of "building a moderately prosperous society in an all-round way" in China, the consumption of tourists will be greatly increased, which will become an important factor to promote the continued prosperity and development of China's tourism industry. At the same time, with the further rise of China's economy, culture and politics, as well as the continuous deepening of exchanges with foreign countries, China's international tourism industry will continue to develop rapidly, and in the process of its development, it will gradually compete with the world's leading position. On the basis of the development direction of China's tourism industry, the Tourism Administration has formulated the development strategy of "focusing on the development of inbound tourism, standardizing the development of outbound tourism, and improving the domestic tourism industry as a whole". According to the analysis of relevant people,

the redevelopment of the hotel market development strategy should not only meet the needs of the market development, but also reflect the development direction of the tourism industry, which is of great significance for making full use of both domestic and foreign markets and resources.



Figure 12 The only way to the gate of Qingcheng Mountain

Source: Yi Chen (On 11th February 2023)

Looking across Sichuan, the "Qingcheng Mountain" Dujiangyan Irrigation Project Scenic Spot is located in the northwest of Dujiangyan Irrigation Project Prairie, just 10 kilometers away from Dujiangyan and 68 kilometers away from Chengdu. The highest peak of Laoxiaoding, the main peak, is 1260 meters high. Qingcheng Mountain looks like spring all the year round, green and luxuriant, surrounded by peaks, just like a huge city, so it is called "Qingcheng", and the "precipitous" Jianmen, "beautiful" Emei, and "magnificent" Kuimen are all well-known figures. Qingcheng Mountain is divided into the back of Qingcheng Mountain and the front of Qingcheng Mountain. There are many historical relics in the front of the mountain, and the natural landscape in the back of the mountain is mysterious and beautiful, primitive and magnificent, just like a fairyland.

Dujiangyan Irrigation Project Qingcheng Mountain is a national 5A scenic spot; The reserve was included in the "World Natural Heritage" list in 2000, and was included in the panda life circle in Sichuan in 2006. Qingcheng Mountain is backed by Minshan Snow Ridge, facing west Sichuan, surrounded by mountains, like a city; The forest is luxuriant, the four seasons are like spring, and the ladder is winding and winding, leading to a quiet place. The whole mountain is famous for its coolness, which is on par with the precipitousness of Jianmen Peak, the beauty of Emei Peak and the majesty of Kuimen. Qingcheng Mountain has the reputation of "the most beautiful mountain in the world", is the most famous Taoist scenic spot in China, and is also the origin of Taoism's "Quanzhen".

The history of Taoism in Qingcheng Mountain can be traced back to the Han Dynasty, when some people practiced Taoism here. During the Tang Dynasty, Taoism

developed rapidly in Qingcheng Mountain and became one of the famous Taoist holy places at that time. During the Song Dynasty, Qingcheng Mountain became the center of the Quanzhen School, and Taoist culture reached a peak. During the Ming and Qing Dynasties, the Taoist culture of Qingcheng Mountain was more prosperous, and many famous Taoist figures left footprints here.

The main sect of Taoism in Qingcheng Mountain is the Quanzhen Sect, which emphasizes internal cultivation and external cultivation, and pursues the realm of immortality and transcendence. There are also Taoist cultural heritage in Qingcheng Mountain, such as the Taoist Temple of Qingcheng Mountain, Qingcheng School Sichuan Opera, Qingcheng Mountain Taoist music, etc. They are important components of Qingcheng Mountain Taoist culture.

Today, Qingcheng Mountain Taoism still attracts a large number of believers and tourists to worship and visit. It is not only a beautiful mountain, but also an important Taoist cultural heritage and one of the treasures of Chinese culture.

Qingcheng Mountain culture refers to the unique historical, cultural and traditional features of Qingcheng Mountain. It includes the Taoist culture, historical culture, natural culture and other aspects represented by Qingcheng Mountain.

Taoist culture of Qingcheng Mountain is the most representative culture of Qingcheng Mountain, including Taoist temple, immortal culture and Taoist music of Qingcheng Mountain. With a long history, Qingcheng Mountain Taoist Temple is one of the cores of Qingcheng Mountain Taoist culture. Immortal culture is a major feature of Qingcheng Mountain culture. Qingcheng Mountain is known as the "capital of immortals", where the tradition of believing in immortals is deeply rooted. Taoist music is a unique form of artistic expression of Qingcheng Mountain, which has unique musical characteristics and spiritual connotation.

In terms of history and culture, Qingcheng Mountain has a long history and rich cultural accumulation, including ancient cultural relics, historical legends, folk culture, etc. In terms of natural culture, Qingcheng Mountain has unique natural scenery and ecological environment, including rich biological species, geological landscape and other natural resources.

In general, Qingcheng Mountain culture is a diversified and colorful cultural system, which integrates Qingcheng Mountain's history, culture, tradition, nature and other aspects, forming a unique cultural style of Qingcheng Mountain.

## 1. Geographic location and natural environment of Qingcheng Mountain

Qingcheng Mountain is located in the northwest of Dujiangyan Irrigation Project City, Chengdu, Sichuan Province, China, about 68 kilometers away from the urban area of Chengdu, and is one of the famous scenic spots in China. Its geographical coordinates are  $103^{\circ} 35' \text{ to } 103^{\circ} 50' \text{ E}$  and  $30^{\circ} 52' \text{ to } 31^{\circ} 03' \text{ N}$ , with a total area of about 120 square kilometers.

Qingcheng Mountain has a superior geographical location, which is located in the transition zone between Sichuan Basin and Qinghai Tibet Plateau. The terrain is high. The highest main peak is Fairy Peak, which is 2160 meters high. Located at the junction of subtropical zone and warm temperate zone, Qingcheng Mountain is a natural summer resort with mild and humid climate and four distinct seasons. It is not hot in summer and not cold in winter. Qingcheng Mountain is surrounded by mountains, rich in water resources and beautiful scenery, including Qingcheng Mountain Scenic Area, Hongyan Temple Scenic Area, Shuanglong Gorge Scenic Area and many other scenic spots, attracting a large number of tourists to come for sightseeing, leisure and vacation. The natural environment of Qingcheng Mountain is very beautiful. It is one of the famous natural scenic spots in southwest China. According to the network literature and field survey, the natural environment of Qingcheng Mountain is summarized as follows:

**Landform landscape:** Qingcheng Mountain has a high terrain, complex and diverse terrain, with many mountains, canyons, streams, waterfalls and other natural landforms. There are 36 peaks in the whole mountain, among which Laoxiaoding, the main peak of Qingcheng Mountain, is 1260 meters above sea level, which is one of the important peaks in Sichuan.

**Vegetation landscape:** Qingcheng Mountain is rich in vegetation, mainly evergreen broad-leaved forest and mixed coniferous and broad-leaved forest, including many precious tree species and herbs. Qingcheng Mountain is also a famous hometown of bamboo, with a large area of bamboo forests.

**Waterscape:** Qingcheng Mountain is located in an area rich in water resources, with many natural waters such as springs, streams, waterfalls, etc. Among them, the mountain behind Qingcheng Mountain is mainly for sightseeing, with clear water quality and charming scenery, attracting many tourists.

**Animal landscape:** Qingcheng Mountain has many rare wild animals, such as golden monkeys, leopard cats, pangolins, red pandas, etc. At the same time, Qingcheng Mountain is also a habitat for many birds, with rich bird resources.

In general, Qingcheng Mountain has a unique natural environment, beautiful scenery and well-maintained ecological environment. It is a rare natural tourist resort in southwest China.



Figure 13 Plaque at the entrance of Qingcheng Mountain

Source: Yi chen (On 11th February 2023)

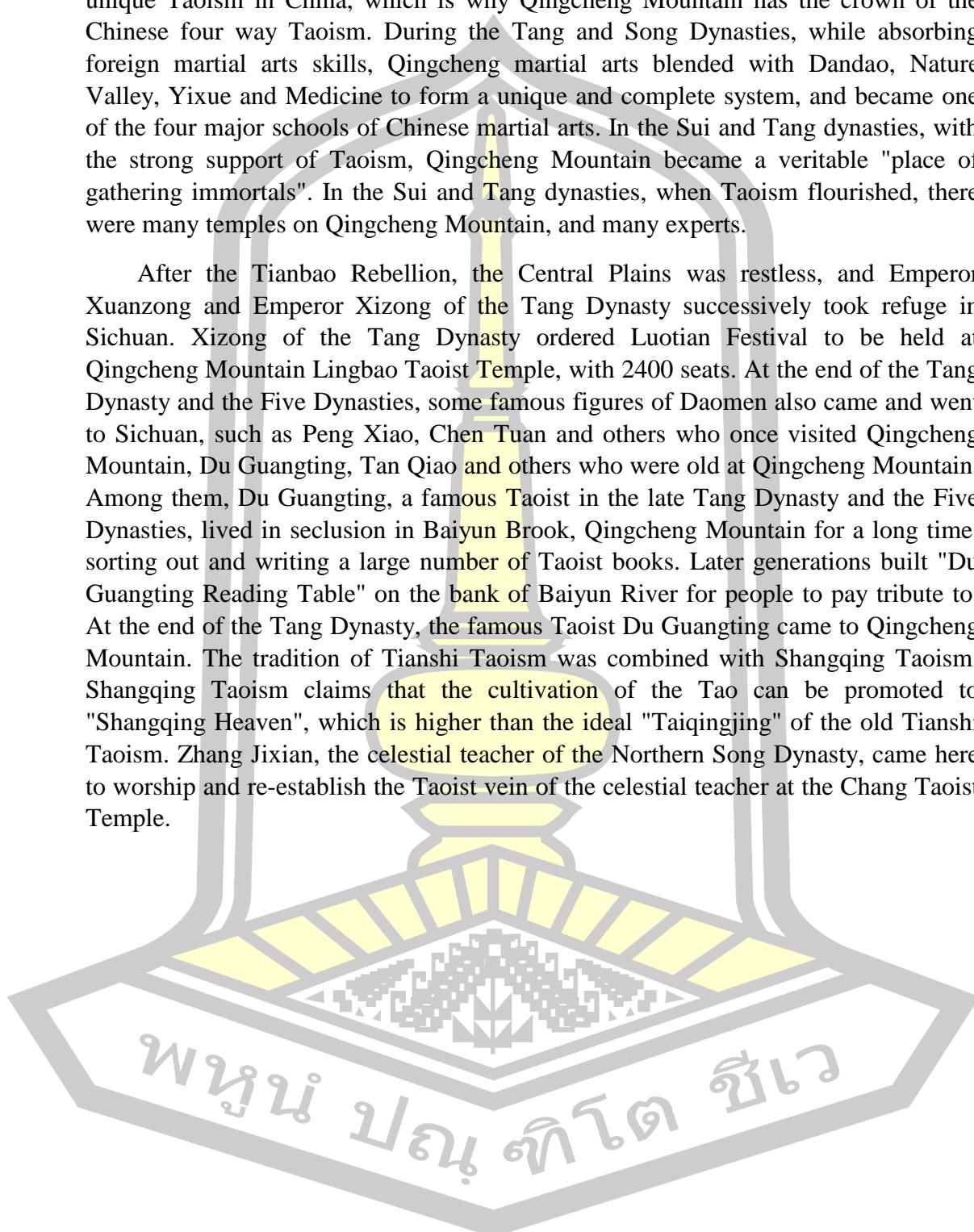
## 2. Historical and cultural origin of Qingcheng Mountain

In 143, Zhang Daoling, the "Heavenly Master", chose a secret place on Qingcheng Mountain and laid a thatched cottage, making it the "fifth cave of Taoism". There are dozens of Taoist halls, which are well preserved. There are many ancient relics, as well as many calligraphy works of modern celebrities. Qingcheng Mountain can be said to be a Taoist "museum", which has lasted for thousands of years. Qingcheng Mountain has a long history. It is said that in the Xuanyuan era, there was a young man named 'Ningfeng' who practiced Taoism on Qingcheng Mountain and taught the Yellow Emperor the "art of dragon climbing". He was called the "Five Mountain Zhangren" in the Yellow Emperor's worship to heaven, so Qingcheng Mountain was called 'Mount Taishan', later called 'Mount Taishan' and 'Mount Taishan'. Together with Wudang Mountain in Hubei Province, Longhu Mountain in Jiangxi Province, Qiyun Mountain in Anhui Province and Jingfu Mountain in Shaanxi Province, it is known as the "Five Holy Mountains". They worshipped the "Zhenwu Devil Sweeping Emperor", the "Five-mounted Fairy", the "Haotian Jade Emperor", the "Immortal Protector of Demons", the "Guangji Pudu Immortal", the "Zhenwu Devil Sweeping Emperor", and the "Five-mounted Fairy".

At the end of the Western Han Dynasty, Yin Changsheng, as a "Eight Immortals in Sichuan", had a similar experience when he was cultivating in Qingcheng Mountain. However, Qingcheng Mountain can be called the first peak of Taoism because of Zhang Daoling. In the early years of Emperor Shun of the Eastern Han Dynasty, he entered Heming Mountain (now Dayi County, Chengdu City) to practice Taoism and founded the Wudoumi Road, also known as the Tianshi Road. Both Heming Mountain and Qingcheng Mountain belong to the ancient Minshan Mountain. Zhang Daoling first came to Qingcheng Mountain from Heming Mountain to preach and become a hermit in the mountain. In the second year of Han'an (1433), the second year after the completion of the "Twenty-four Way", Zhang Daoling came to

Qingcheng Mountain, where he opened a platform to give lectures and established a unique Taoism in China, which is why Qingcheng Mountain has the crown of the Chinese four way Taoism. During the Tang and Song Dynasties, while absorbing foreign martial arts skills, Qingcheng martial arts blended with Dandao, Nature Valley, Yixue and Medicine to form a unique and complete system, and became one of the four major schools of Chinese martial arts. In the Sui and Tang dynasties, with the strong support of Taoism, Qingcheng Mountain became a veritable "place of gathering immortals". In the Sui and Tang dynasties, when Taoism flourished, there were many temples on Qingcheng Mountain, and many experts.

After the Tianbao Rebellion, the Central Plains was restless, and Emperor Xuanzong and Emperor Xizong of the Tang Dynasty successively took refuge in Sichuan. Xizong of the Tang Dynasty ordered Luotian Festival to be held at Qingcheng Mountain Lingbao Taoist Temple, with 2400 seats. At the end of the Tang Dynasty and the Five Dynasties, some famous figures of Daomen also came and went to Sichuan, such as Peng Xiao, Chen Tuan and others who once visited Qingcheng Mountain, Du Guangting, Tan Qiao and others who were old at Qingcheng Mountain. Among them, Du Guangting, a famous Taoist in the late Tang Dynasty and the Five Dynasties, lived in seclusion in Baiyun Brook, Qingcheng Mountain for a long time, sorting out and writing a large number of Taoist books. Later generations built "Du Guangting Reading Table" on the bank of Baiyun River for people to pay tribute to. At the end of the Tang Dynasty, the famous Taoist Du Guangting came to Qingcheng Mountain. The tradition of Tianshi Taoism was combined with Shangqing Taoism. Shangqing Taoism claims that the cultivation of the Tao can be promoted to "Shangqing Heaven", which is higher than the ideal "Taiqingjing" of the old Tianshi Taoism. Zhang Jixian, the celestial teacher of the Northern Song Dynasty, came here to worship and re-establish the Taoist vein of the celestial teacher at the Chang Taoist Temple.



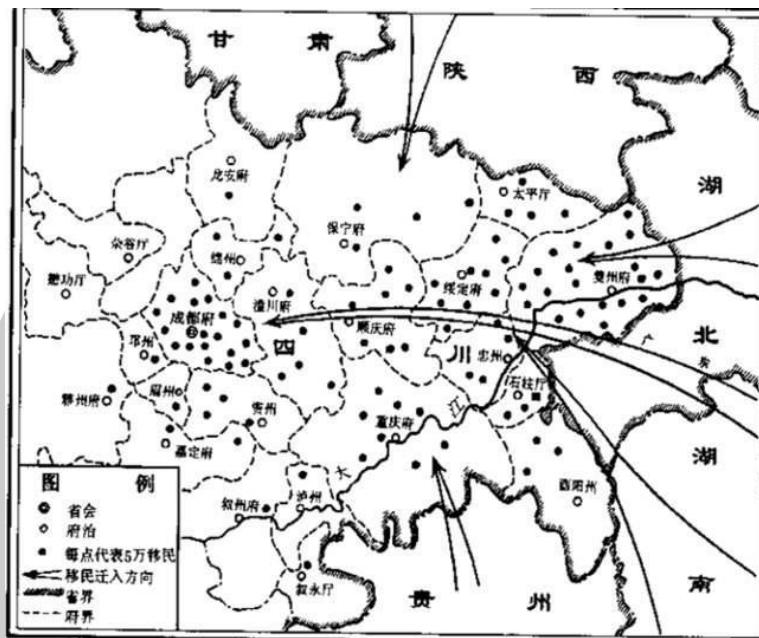


图 3-1 清代前期四川的移民迁入与分布(1776 年)

Figure 14 Immigration and Distribution of Sichuan Immigrants  
 Source: <https://image.baidu.com/>

When Lu You was in the Southern Song Dynasty, he once wrote a poem: "The green mountains are still there, and the wind is sweeping the mist and painting the obstacles. The ice gourd in the moon is still there, and I don't know when Young Master Qinglian will come." At the same time as Du Guangting, Zhang Suqing of Chang Taoist Academy in Qingcheng Mountain was a scholar with Taoism as the theme, and a famous scholar in the late Tang Dynasty and the Five Dynasties. In the Ming Dynasty, Qingcheng Mountain Taoism belonged to the Quanzhen Taoism Dragon Sect. At the end of the Ming Dynasty, the war continued and the Taoists fled.

In the eighth year of Kangxi's reign in the Qing Dynasty (1669), Chen Qingjue, a Taoist of Longmen, moved from Wudang Mountain to Qingcheng Mountain to take charge of Quanzhen Taoism, which changed this situation again. Qingcheng Mountain is now the territory of the Dragon Sect of Quanzhen Taoism and the Dantai Sect.

Qingcheng Mountain was listed as a major scenic spot of "Qingcheng Mountain Dujiangyan Irrigation Project" scenic spot in Sichuan in 1982, and was listed as one of the first national tourist attractions with the consent of the national people's government. Qingcheng Mountain and Dujiangyan Irrigation Project were listed as "World Heritage Sites" in 2000. Qingcheng Mountain - Dujiangyan Irrigation Project Scenic Area passed the examination of the State Council on May 8, 2007, becoming the first national tourist attraction with a "5A" rating.



Figure 15 Paleolithic  
Source: <https://image.baidu.com/>

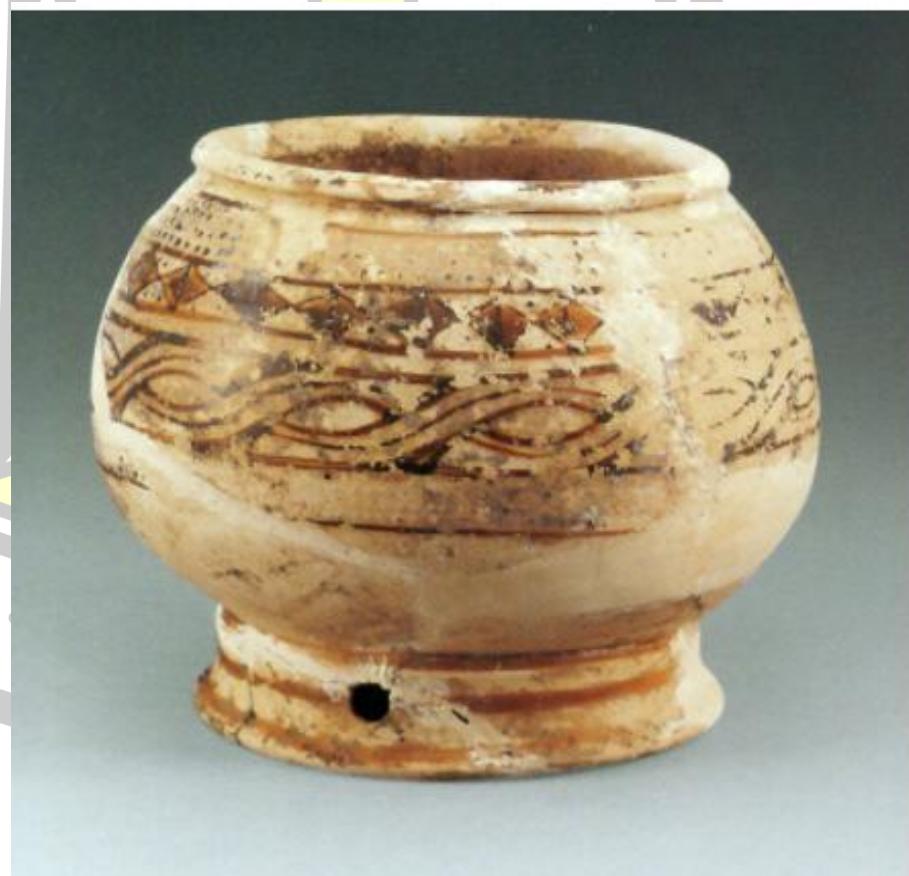


Figure 16 Neolithic Age  
Source: <https://image.baidu.com/>

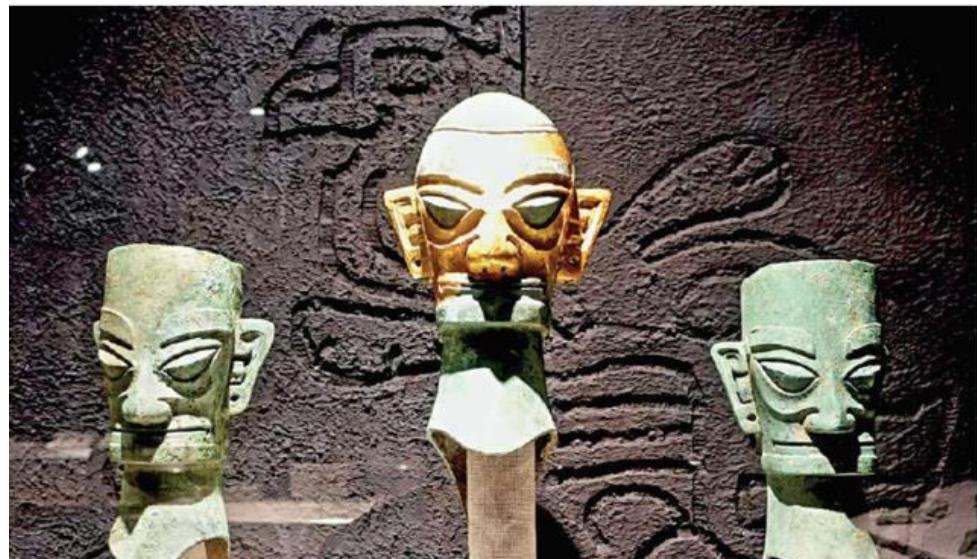


Figure 17 Bronze Age  
**Source:** <https://image.baidu.com/>

Through the development and evolution of many historical periods, Qingcheng Mountain has formed its own unique theoretical system and religious culture. As one of the birthplaces of Taoism, Qingcheng Mountain originated in the pre Qin period, with a strong Taoist cultural atmosphere and rich Taoist heritage.

Taoist theoretical system: Taoism advocates "Tao follows nature", and believes that everything in heaven and earth operates naturally. People should follow the laws of nature and pursue the true nature. The theoretical system of Taoism mainly includes "Tao", "virtue", "god", "immortal" and other aspects, which are interdependent and form a complete system.

Cultural heritage: Qingcheng Mountain is one of the important birthplaces of Taoism in China, with numerous Taoist cultural heritage. Such as Qingcheng Temple, Mopan Mountain Taoist Temple, Tianshi Cave and other Taoist temples. Most of these buildings were built in the Tang, Song, Yuan and other historical periods, with high historical and artistic values. In addition, there are many Taoist cultural traditions, such as Taoist music, dance, calligraphy, painting, etc., which are important components of Taoist culture.

Taoist belief activities: Qingcheng Mountain is one of the important holy places of Taoism. Every year, a large number of believers come to worship and pray, such as Qingcheng Mountain International Taoist Culture Festival, National Taoist Forum and other activities, which have attracted a large number of believers and cultural lovers.

Qingcheng has an inseparable relationship with Taoism, which is a major component of traditional Chinese civilization and a major tourism resource in Qingcheng. The development and preservation of Taoism in Qingcheng Mountain can not only enrich the tourism resources of Qingcheng Mountain scenic spot, increase the appreciation of tourists, but also promote the sustainable development of the

scenic spot. According to the interview with Zhang Bo, the conductor of Qingcheng Mountain Front Mountain, various Taoist activities will be held irregularly in Qingcheng Mountain, and they will choose more holidays to complete non-commercial Taoist activities. Only a few tourists can participate in them. At present, such Taoist activities are not carried out for the society, because there are no more resources to support such activities. It can be seen that the dissemination of Taoist culture in Qingcheng Mountain is diversified.



Figure 18 Hand held paper map of Qingcheng Mountain

**Source:** Yi chen (On 11th February 2023)

### 3. Modern cultural value of Qingcheng Mountain

In addition to the traditional Taoist culture and natural landscape, Qingcheng Mountain has modern cultural value.

First of all, Qingcheng Mountain is one of the important practice bases for China's ecological civilization construction. In Qingcheng Mountain, a large number of ecological restoration and protection projects can be seen, such as water conservation, ecological corridor construction, vegetation restoration, etc. The implementation of these projects has effectively protected the ecological environment of Qingcheng Mountain.

Secondly, Qingcheng Mountain also has a wealth of cultural and creative products and tourism products. The cultural and creative products of Qingcheng Mountain take Taoism culture as the theme, including Qingcheng Mountain Taoist cultural derivatives, Bai Juyi cultural derivatives, Qingcheng Mountain characteristic local products, etc. At the same time, the tourism products of Qingcheng Mountain are more and more diversified, such as mountaineering, hiking, camping, cycling, sightseeing, etc., which meet the needs of different tourists.

Finally, Qingcheng Mountain is also an important place to hold cultural activities. Every year, a large number of cultural activities are held in Qingcheng Mountain, such as Taoism Cultural Festival, Music Festival, Drama Festival, Literature Festival, etc., attracting a large number of cultural lovers to participate.



Figure 19 Etiquette of worshipping Taisui in Qingcheng Mountain  
 Source: Yi chen (On 11th February 2023)

#### 4. Taoist cultural resources in Qingcheng Mountain

Taoist architecture: "Laojun Pavilion", "Yuecheng Lake", "Tianshi Cave", "Shangqing Palace", "Five Cave Sky", "Fairy Walking Cool", "Green Green City", "Unity of Heaven and Man", "Ancestor Hall", "Chaoyang Cave", "Yuanming Palace", "Jianfu Palace".

Taoism humanities: Taoism music, Taoism Qigong, Taoism literature, Taoism art, Taoism handicrafts, etc. In 2005, it was listed as one of the "Chinese Traditional Musical Instruments" and one of the "Chinese Traditional Musical Instruments and Traditional Musical Instruments".

Taoist activities: the Jade Emperor's Christmas on the ninth day of the first month, the Laojun's meeting on the fifteenth day of February, the Yaowang's meeting on the 28th day of April, the Tianshi's meeting on the fifth day of May, and the Chongyang Patriarch's Christmas on the 22nd day of December; Luo Tian Da Jiao, Pray for World Peace, Protect the Country and Protect the Civil Law Society, Sacrifice the Blessed Law Society, and Missionary Law Society.

Historical relics of Taoism: move pen trough, test sword stone, ginkgo tree planted by Tianshi, Tianshi Pool, Du Guangting Reading Table, Tang Xue Changdan Well.

## 5. Qingcheng Mountain related legends

### "Three hundred steps in the cloud"

According to legend, when Zhang Sanfeng visited Qingcheng, he saw a sick and weak man gasping by the roadside, sighing that it was difficult to climb the mountain. On the day of singing: after hundred steps of illness, the body is as light as a hide. After hundred steps of feathering, it becomes an immortal. After singing, you will walk leisurely. When the patient heard it, he followed and went away. Sure enough, after three hundred steps in the cloud, all the diseases were gone. Since then, after ten years of training at the first peak, the sun has risen to become a fairy, and there is a beautiful legend of three hundred steps in the cloud.



Figure 20 The legend of "three hundred steps in the cloud"

Source: Yi chen (On 11th February 2023)

### "Bai Suzhen, the millennium snake demon"

When talking about Qingcheng Mountain, I unconsciously sang a song "Bai Suzhen at the foot of Qingcheng Mountain came down to earth to repay Xu Xian'en", which is also one of the legends of Qingcheng Mountain. It is said that in the Song Dynasty, there was a Bai Suzhen who had practiced for more than a thousand years on Qingcheng Mountain. She practiced here as a snake. She saw Xu Xian'en before and had a great kindness to her. So she turned into a human being and wanted to repay Xu Xian'en. Finally, she met Xiao Qing, the green snake. The two became a pair of

companions. Bai Suzhen used all her skills to get to know Xu Xian by strange means and married him. At the time of marriage, Jinshan Temple and Shang Fahai told Xu Xian that Bai Suzhen was a snake, but Xu Xian was dubious. According to Fahai's instructions, Xu Xian poured Bai Suzhen a cup of fiery water containing realgar, and Bai Suzhen was forced to appear in real life, which frightened Xu Xian.

Bai Suzhen searched for the elixir to revive Xu Xian in the heavens, and also stole the elixir Ganoderma lucidum from the Antarctic Immortal Weng to revive Xu Xian. Fa Hai deceived Xu Xian to Jinshan Temple and placed him under house arrest. Bai Suzhen and Xiao Qing fought against Fa Hai and the water flooded Jinshan Temple, but as a result, they injured other creatures. Bai Suzhen was brought into the bowl by Fahai after giving birth to a child and suppressed under the Lei Feng Pagoda due to her violation of the heavenly rule. Xu Shilin, the son of Later Bai Suzhen, grew up to become the top scorer. He went to the tower to worship his mother, rescued her, and reunited the whole family. During the field visit, Hu Xiuli, a passenger of Qingcheng Mountain Annual Pass, said that she was 50 years old and had visited Qingcheng Mountain 4-5 times a month. She believed that there were gods in the mountain and told researchers many magical things. When it came to the most legendary of Qingcheng Mountain, she also talked about the story of Bai Suzhen with us.



Figure 21 The legend of "Bai Suzhen, the millennium snake demon"

**Source:** <https://image.baidu.com/> (On 11th February 2023)

"Zuoqing Huahe"

It is said that on the Double Ninth Day of the 13th year of Tianbao, Emperor Xuanzong of the Tang Dynasty was hunting in the sand garden. When he saw a solitary crane in the cloud, he shot it with a bow and arrow. The crane slowly fell down with an arrow, and when it was still more than ten feet high from the ground, it suddenly flew away and disappeared in the southwest direction. At that time, there was a bright moon temple in Chengdu, where the pines and cypresses were in the clouds and the temples were magnificent. Whenever the osmanthus is fragrant, the Qingcheng Taoist Zuo Chat will come to the temple for three or five days or more. He is respected by the Taoists in the temple. On the Double Ninth Festival of this year, Xu Zochat came to the temple again, looking depressed and pale. The Taoists asked him with concern, and he said, "When I passed the hill, I was injured by an arrow, and now I'm all right. But this arrow is not a human thing, so I left it in the wall. I will give it to the owner of the golden arrow when he comes back. Don't throw it away. After that, I took out a golden feather and gave it to the Taoist, took up a pen and wrote the words" September 9 of the 13th year of Tianbao "on the wall and left. The Taoist carefully placed the small arrow between the walls.

During the An Shi Rebellion, Emperor Xuanzong of the Tang Dynasty came to Sichuan to avoid chaos. He accidentally found his own arrow on Qingcheng Mountain. When asked about the origin of the arrow, the Taoist told Xu Zuoqing's words truthfully. When Emperor Xuanzong of the Tang Dynasty saw the inscription on the wall, it was the day he hunted in the sand garden. He knew that he had injured the "immortal" by mistake and regretted it.

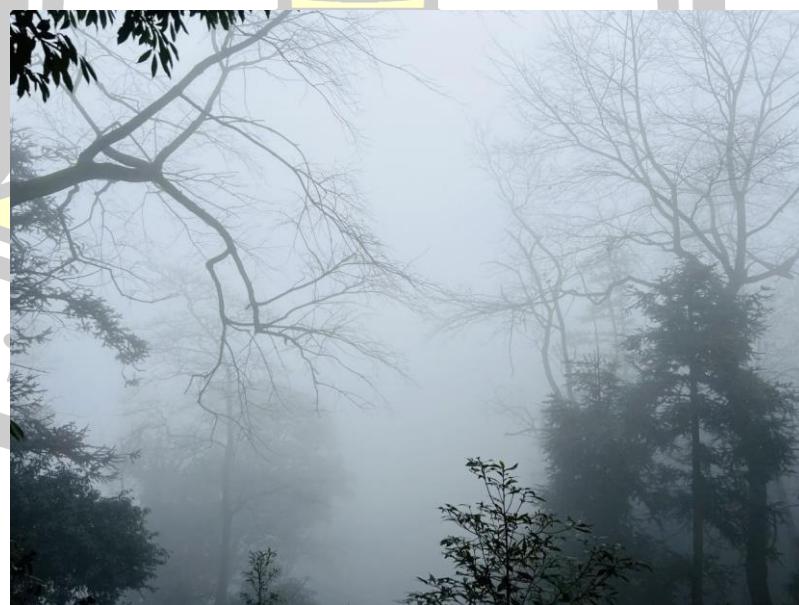


Figure 22 Qingcheng Mountain like a fairyland

**Source:** Yi chen (On 11th February 2023)

### "Tan Qiao shoes"

Tan Qi, An Jingsheng, good Taoist. After leaving his father for a long journey, he took the Taoist priest of Songshan Mountain as his teacher, created light and nurtured qi, and then lived in Nanyue to refine pills. Can fade after taking. During the Southern Song Dynasty, it was given the name of "Golden Gate Feathers", also known as "Mysterious Flow and True Custom". Song Qi wanted to seize his "Huashu", so he intoxicated Tan Qi with wine, put him in a leather bag, and sank into the water. The leather bag was picked up by the fisherman, and when it was opened, Tan Qi was still sleeping inside.

The fisherman woke up and asked him, and he said, "My name is Tan Jingsheng. Song Qiqiu grabbed my book and sank me into the water.". Huashu is gone, and I will soon die. I take this opportunity to have a good rest in my bag. Tan Qi wrote a poem about it: the line made the Yangtze River fan made the sky, and the shoes were thrown to the east of the sea. Penglai has few channels, only in front of Tan Shengzhu's staff. Tan Qiao then went to Qingcheng Mountain to become an immortal. These legends not only add mystery to Qingcheng Mountain, but also reflect the local history and culture.

### 6. Analysis of landscape tourism resources of Qingcheng Mountain

Qingcheng Mountain is one of the famous Taoist mountains in China and an important tourist attraction in Sichuan Province. Qingcheng Mountain Scenic Area is themed with Taoist culture, integrating natural landscape, historical culture and religious belief, with unique landscape and cultural value.

Qingcheng Mountain is rich in natural landscapes, such as green bamboo forests, ancient and famous trees, cliffs, clear streams, etc., as well as unique climate and vegetation, such as ice flowers on Qingcheng Mountain, clouds on Qingcheng Mountain, azaleas on Qingcheng Mountain, etc. Qingcheng Mountain has a long history and cultural heritage, such as Qingcheng Taoist culture, Bai Juyi culture, etc. Qingcheng Mountain also has some historic sites and historical relics, such as Qingcheng Mountain ancient buildings, Qingcheng Mountain stone carvings, etc. Qingcheng Mountain also has many Taoist palaces and temples, which are precious heritage of Chinese Taoist culture.



Figure 23 Location of the TV series Journey to the West (Version 86)

**Source:** Yi chen (On 11th February 2023)

Qingcheng Mountain Scenic Area has relatively complete tourism facilities and services, such as tourist buses, cable cars, sightseeing buses, catering, accommodation, etc., which can meet the different needs and experiences of tourists. Qingcheng Mountain Scenic Area is rich in landscape tourism resources with unique charm and value, attracting a large number of tourists to come for sightseeing, play and experience, which is of great significance to the local tourism economy and cultural heritage.

#### Natural landscape resources of Qingcheng Mountain

Qingcheng Mountain is one of the famous scenic spots in China. It has rich natural landscape resources. The natural landscape of Qingcheng Mountain Scenic Area is the best "medicine" for relaxing body and mind after tense life, work and study.

Qingcheng Mountain is one of the bamboo forest resorts in southern China, especially its green bamboo forest. The emerald bamboo forests of Qingcheng Mountain are distributed in the whole mountain range. Some of them have a long history and are more than 1000 years old. These bamboo forests not only have beautiful landscapes, but also are ideal places for people to relax, walk and sightseeing.

The streams in Qingcheng Mountain are crystal clear, cool, sweet and flowing, providing a fresh and pleasant environment for tourists to feel the beauty of nature.

There are many ancient and famous trees in Qingcheng Mountain, such as "hundred foot pine", "thousand year old fir", etc. These ancient trees are not only of ornamental value, but also an important part of Qingcheng Mountain's history and culture.

The peaks of Qingcheng Mountain are towering into the clouds, and the mountains are overlapping with each other, forming a unique landscape, unique climate and vegetation, of which the most distinctive is the ice flowers and clouds of Qingcheng Mountain. Ice refers to the frost phenomenon of mountains, while clouds and fogs are the landscapes formed due to the unique geographical location and climate conditions, which add mysterious color to Qingcheng Mountain. Each scenic spot has its unique charm and value, attracting a large number of tourists to watch and experience.

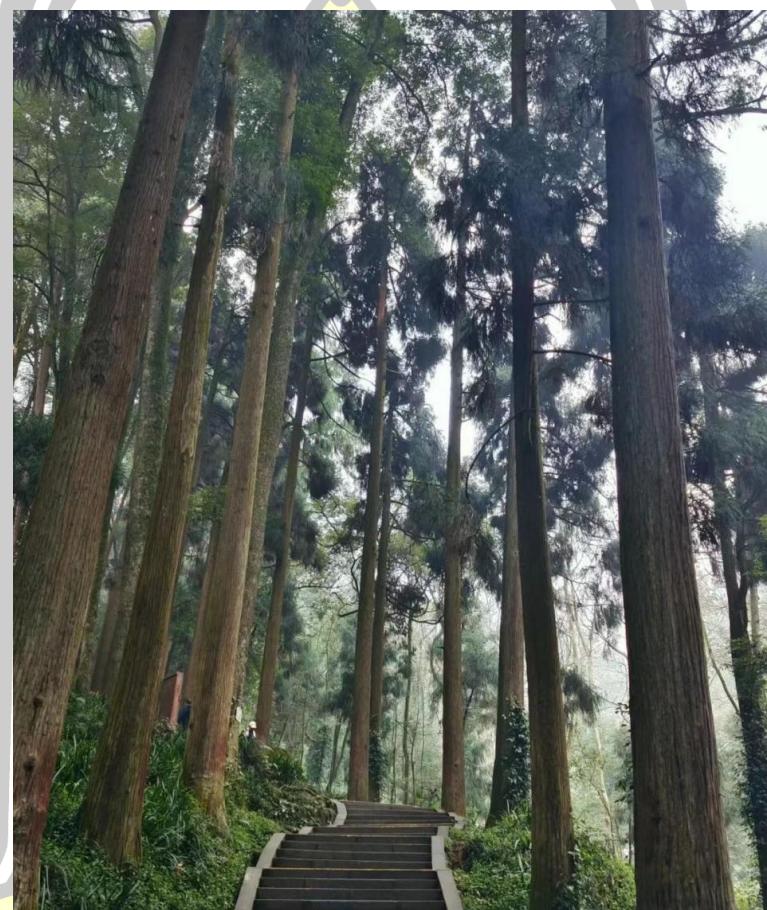


Figure 24 Evergreen trees in Qingcheng Mountain

Source: Yi chen (On 11th February 2023)

Cultural landscape resources of Qingcheng Mountain

Jianfu Palace (left side of the mountain gate)

Jianfu Palace was first built in the 18th year of the Kaiyuan era of the Tang Dynasty (730 AD), with a considerable scale. The existing buildings were rebuilt during the Guangxu period of the Qing Dynasty. There are currently three main halls dedicated to Taoist celebrities and gods. Originally named Zhangrenguan, during the Song Dynasty, a Zhai Guan was built here as a prayer pants, renamed Huiqing Jianfu

Palace, surrounded by towering ancient trees. A long couplet in the back hall was written by Li Shanji from Tongjiang, with 197 pieces per couplet and a total of 300 yuan and 14 pieces per couplet. It is the third longest couplet in the country. Former Chairman of the Nationalist Government, Lin Sen, personally inscribed the words "Jianfu Palace" in 1940. On the back slope, there are Lin Sen's anti-aircraft copper and Weixin pavilions, Ruquan pavilions, etc. There is a vestige of the dressing table of the Ming Dynasty Princess Qingfu on the left side of the palace during her summer vacation. Many stone guests are set up in the Nanmu Forest to enjoy tea and chess, and the scenery is light. To the west of Jianfu Palace is the gate of Qingcheng Mountain, which is simple, elegant, solemn and beautiful.



Figure 25 Jianfu Palace, Qingcheng Mountain

Source: Yi chen (On 11th February 2023)

Ancient Taoist Temple (Tianshi Cave, one of the key official temples in China)

In the Tianshi Cave, there is a statue of "Tianshi" Zhang Daoling and his thirty generation grandson "Xujing Tianshi". The existing temple was built in the late Qing Dynasty, with a grand scale, exquisite carving, and many precious cultural relics and ancient trees(Maoliya,2017)

Going up through the Natural Painting Workshop, there are about 1.5 kilometers from the Mountain Shady Pavilion, Lengran Pavilion, Ningcuiheng Pavilion, Aoyi Pavilion, and Jixian Bridge, reaching an altitude of 1000 meters. The Sui Dynasty was named Yanqing Temple, the Tang Dynasty was renamed Changdao Temple, and the Song Dynasty was named Zhaoqing Temple. Qingcheng Mountain in Kaiyuan of Tang Dynasty was occupied by the monks of Feihu Temple, and the imperial edict of Emperor Xuanzong of Tang Dynasty was returned to the Taoists. There is an imperial edict tablet in the temple. There are many ancient sites in the temple, including the silver plum (white fruit) tree that has been green for thousands of years. It is said that it was planted by the first generation of Heavenly Master Zhang Ling during the

Eastern Han Dynasty. There are Qi palm planted in the Tang Dynasty, the miraculous Sancha palm in modern times, the immortal pine in the Ming Dynasty, and the Gongsun orange in the Qing Dynasty.

During the Kaiyuan period of the Tang Dynasty (713-741), the Changdao Temple was once occupied by Buddhism and converted into a temple. Emperor Xuanzong of Tang issued a decree to return it to the Taoists, and there is currently a Tang Xuanzong edict monument in the temple. During the Song Dynasty, it was once called Zhaoqing Temple, but now it still uses the Tang name, commonly known as Tianshi Cave. Tianshi Cave is actually another name for the Tianshi Temple. Tianshi Temple is one of the scenic spots in the Changdao Temple. Due to the heavy eaves and ridges on the roof, it soars into the sky and is built according to the mountain terrain, gradually advancing in a stepped manner. The top layer is equipped with a canopy and low railing, which can overlook the panoramic view of the Changdao Temple. So people habitually refer to the entire Changdao Temple as the Tianshi Cave.

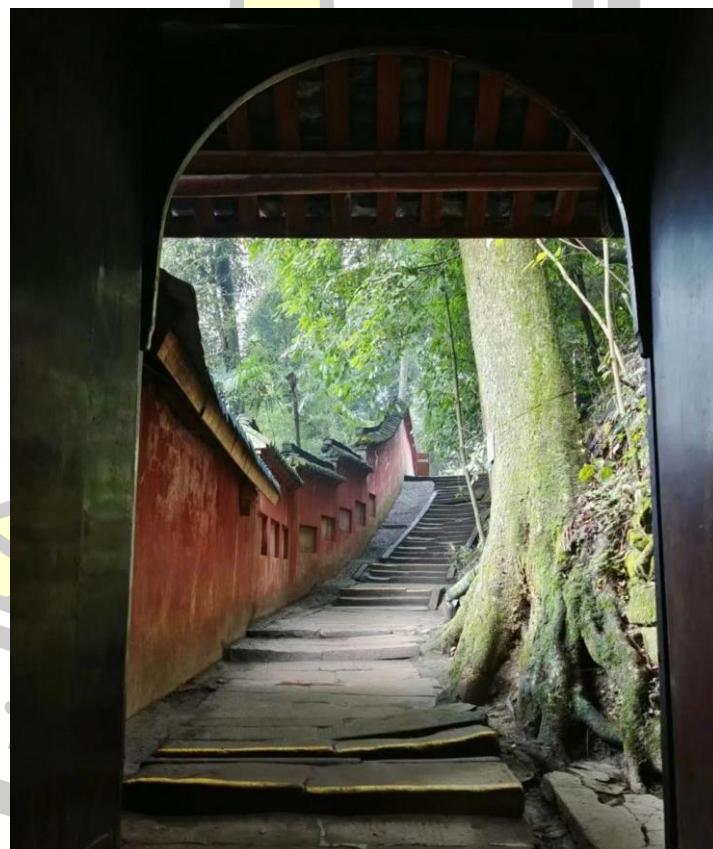


Figure 26 Qingcheng Mountain Road  
Source: Yi chen (On 11th February 2023)

Ancestral Master Hall (one of the key national palaces)

The ancient name of Qingdu Temple, also known as Zhenwu Palace, was founded in the Jin Dynasty. Located on Xuanyuan Peak, it is said that the Yellow Emperor visited the ancient immortal Ning Fengzi and asked "the way to fly the dragon trail", so it is also called Xuanhuanghe. Princess Yuzhen and Princess Jinhua, the daughters of Tang Ruizong, once practiced Taoism here, and eclipsed here. There are also places of interest, such as the reading desk of Guangting, a famous Taoist in the Tang Dynasty, the bath pool of Xuechang, and Baiyun Creek, where the prime minister of the Northern Song Dynasty, Wen Yanbo, gave Zhang Yu a house to live in seclusion. There are murals of the Eight Immortals and other inscriptions in the hall. Outside the hall, there is a patriotic general Feng Yuxiang who is glad to hear the victory of the War of Resistance against Japan and funded the construction of "Wen Shengxiang"



Figure 27 Ancestor Hall of Qingcheng Mountain

Source: Yi chen (On 11th February 2023)

#### Chaoyang Cave

The Ancestral Hall was first built in the Jin Dynasty and was originally named "Dongtian Temple". During the reign of Emperor Xuanhe of the Song Dynasty, it was renamed "Qingdu Temple" and was named Zhenwu Palace due to the worship of Emperor Zhenwu and Zhang Sanfeng. It is also known as the Ancestral Hall, and the existing temple was built in the Qing Dynasty. There are 8 ancient wooden structure buildings in the mountain, 1 single building, 2 ancient bridges, 5 cave temples and cliff carvings, covering an area of approximately 20450 square meters and a building area of 14554.12 square meters. (Maoliya,2017)

Formerly known as Qingdu Temple or Zhenwu Palace, it was founded in the Jin Dynasty. Located on Xuanyuan Peak, it is said that the Yellow Emperor visited the ancient immortal Ning Fengzi and asked about the "way of flying dragon tracks", hence the name Xuanhuanghe. Princess Yuzhen and Princess Jinhua, the daughters of Emperor Ruizong of Tang, once practiced here and became famous here. There are

also famous historical sites such as the reading platform of the Tang Dynasty Taoist Sheguangting, the Bathing Pill Pool of Xue Chang, and the Baiyun Creek where the Northern Song Prime Minister Wen Yanbo built a house for Zhang Yu to live in seclusion. There are murals of the Eight Immortals and other poetic inscriptions in the hall. Outside the hall, patriotic general Feng Yuxiang was delighted to hear of the victory of the Anti Japanese War and invested in the construction of the "Wen Shengxiang"

### Shangqing Palace

About 2.5 kilometers away from Tianshi Cave, it was built in the Jin Dynasty. During the Five Dynasties, Shu was built as a palace. At the top of the old sky, 1600 meters above the sea, there is a pavilion called the Echo Pavilion, which can hear the echo when shouting. The official gate "Shangqing Palace" was written by Mr. Chiang Kai-shek in 1940. There are two wells in the palace, one for each side and the other for each side. The springs are connected with each other, and the wells are connected with each other. The three characters are the handwriting of the famous master Zhang Daqian of the Western family. In 1938, he led his family to live in the Shangqing Palace for several years, and carved a tablet for the portrait of Qingcheng characters such as Zhang Sanfeng, Wang Mu, Magu, Mrs. Hua Rui, and Zhang Tianshi. There is a main hall above the well. There are five thousand pieces of the Tao Te Ching carved on the wall. Lu You has poems. "I also spent five thousand words, and fell into the world after a single thought." Shangqing Palace is the first peak of Qingcheng. It is high above the clouds, watching the sunrise in the morning, watching the "holy lamp" at night. In summer and autumn, the clouds and mist are shrouded, flowing and rolling, forming a sea of clouds. You have experienced the scene, and you have the feeling of being ethereal. On the left side of the palace, a new "Qingcheng Mountain Road Home Art Center" is built. There are inscriptions by Comrade Yang Chao, a famous painter Zhao Yunyu, and a famous calligrapher Liu Wei on the antique stone tablet. In the venue, there are traces such as the racetrack, flagpole stone, revenge valley and other relics of Zhang Xianzhong's uprising, as well as scenic spots such as the Jade Maiden Cave, Yunhai Pavilion, and Tianshi Pool. From a high place in the garden, you can overlook the panorama of Dujiangyan Irrigation Project City, overlook the western Sichuan Plain, Minjiang River is like a belt, and the charming roses and blooming peonies in the garden are full of charm and fragrance.



Figure 28 Shangqing Palace on Qingcheng Mountain

Source: Yi chen (On 11th February 2023)



Figure 29 Interior decoration of Shangqing Palace on Qingcheng Mountain

Source: Yi chen (On 11th February 2023)



Figure 30 Inside the Shangqing Palace on Qingcheng Mountain  
Source: Yi chen (On 11th February 2023)



Figure 31 Qinglong Hall of Qingcheng Mountain  
Source: Yi chen (On 11th February 2023)



Figure 32 White Tiger Hall of Qingcheng Mountain  
 Source: Yi chen (On 11th February 2023)

Outside the White Tiger Hall, researchers found Li Changqing, a monk who sells handmade ox horn combs. He said he was a half monk, and we didn't know what half monk was. He only said that the money he got from selling combs would be handed over to the Buddha. After our communication, we found that he was a man of calm mind. As for the business behavior of other vendors in Qingcheng Mountain, he said that each took what he needed. After working in Qingcheng Mountain for several years, he had been indifferent to everything.

#### Yuanming Palace

The country name Qingxu Temple, built in the Wanli period of the Ming Dynasty, is located in Muyu Mountain, which is one and a half kilometers away from the Shangqing Palace. There is a magic dust-free hall in the palace, and there is Chunyang Cave behind the palace. The environment here is quiet. The courtyard is quiet, which is different from other palaces in the mountains.(Liyan,Lichunyu ,2009)

#### Yuqing Palace

On the left, there are fairy caves, natural springs and lotus stones in front of the palace. Yuqing Palace is divided into two halls, with a quiet environment and magnificent and beautiful walls around the heavy gate. It is really a good place to live and rest.

#### Laojun Pavilion

Located at the top of the first peak in Qingcheng, with an altitude of 1260 meters. The statue of Laojun Pavilion is based on Xu Beihong's posthumous work "Purple Qi Comes East" in Qingcheng, which has been carefully studied by many

scholars, artists and connoisseurs, and drawn and shaped by Taoist friends of Qingcheng Mountain. These buildings are located between green mountains and green waters, complementing the natural landscape and displaying the treasures of ancient Chinese architectural art.



Figure 33 Qingcheng Mountain Laojun Pavilion

**Source:** Yi chen (On 11th February 2023)

#### Folk culture

The folk culture around Qingcheng Mountain is also very rich, such as western Sichuan folk art, Sichuan opera face changing, climbing pole sliding, etc. These cultures have a history of hundreds of years, representing the cultural characteristics of western Sichuan. According to an interview with Chen Guanghua, the inheritor of intangible cultural heritage, his parents are also engaged in pole sliding, and they love this cause, because many tourists will specially experience pole sliding, but because of their age, He will choose his time to work. It is very tiring to lift the sliding pole, so now there are fewer and fewer people to lift the sliding pole. He is worried that there will be no sliding pole in Qingcheng Mountain in the future. In addition, in terms of food, there are four wonders of Qingcheng: Dongtian Roast squab, Dongtian tribute tea, stewed chicken with ginkgo, Taoist pickles. Both attract tourists to experience the unique charm of folk culture.



Figure 34 Qingcheng Mountain pole sliding team

Source: Yi chen (On 11th February 2023)



Figure 35 Qingcheng Mountain Blessing

Source: Yi chen (On 11th February 2023)

#### 4.2 Current situation of landscape resources development in Qingcheng Mountain

Qingcheng Mountain tourism has become a tourism card of Sichuan Province and an important part of China's tourism industry. In the actual investigation of Qingcheng Mountain, it is found that the number of tourists is increasing. Qingcheng Mountain Scenic Spot attracts a large number of tourists every year. Especially in the peak tourist season, the number of tourists reaches its peak. From the number of tourists on the National Day every year from 2018 to 2022, we can judge everyone's love for Qingcheng Mountain scenic spots. Tourism facilities are gradually improved: with the

continuous development of tourism in Qingcheng Mountain, tourism facilities are also constantly upgraded and improved. At present, many parking lots, tourist service centers, restaurants, accommodation and other facilities have been built in Qingcheng Mountain Scenic Area. The continuous development of tourism industry is also one of the important industries in Qingcheng Mountain, which has absorbed a large number of employed people and made positive contributions to the local economic development. The awareness of environmental protection in Qingcheng Mountain Scenic Area is gradually strengthened, and environmental protection measures are constantly strengthened to protect the natural environment and cultural heritage resources.

Although the tourism market of Qingcheng Mountain has a good prospect, with the intensification of competition, the scenic spot management and tourism enterprises also need to constantly innovate and improve the quality of service to attract more tourists to visit and experience. At the same time, it is necessary to strengthen management and control the number of tourists, and protect the local natural environment and cultural heritage resources. By continuously improving service quality and introducing new tourism products, more tourists will be attracted to experience the unique charm of Qingcheng Mountain.

Although Qingcheng Mountain is a famous Taoist mountain in China, it is still weak in the development of tourism resources, lacking comprehensive, participatory, sustainable, distinctive and optional tourism activities. At present, the development of tourism resources is still dominated by tourism, while the tourism resources that are closely related to Taoism, such as Taoism diet, Taoism medicine, Taoism health preservation, Taoism art appreciation, martial arts fitness, Zen meditation, lack of relevance, interaction and participation. On this basis, the diversified, innovative and interactive tourism products with Taoist cultural characteristics of Qingcheng Mountain will be deeply explored and developed to enhance the overall influence and competitiveness of its tourism industry.

As a famous mountain with a long history and cultural heritage of Taoism, Qingcheng Mountain has held many important Taoist festivals, such as the Laojun Festival on February 15, the Yaowang Festival on April 28, the Tianshi Festival on May 5, and the Chongyang Patriarch Christmas on December 22. These celebrations have attracted a large number of believers and tourists, and gradually formed a unique belief custom and Taoist cultural landscape, which plays an important role in promoting the local cultural and economic development.

However, the development of festival culture tourism resources in Qingcheng Mountain is still not deep enough. The existing Taoist festival activities are still mainly limited to religious activities, and the degree of integration with local folk activities is not high. In addition, when tourists visit these activities, they lack a real sense of participation and cannot fully integrate into them, which also limits the economic benefits of Qingcheng Mountain festival cultural tourism. Therefore, it is necessary to strengthen the development of festival culture tourism resources in

Qingcheng Mountain, excavate and integrate rich and colorful folk culture and Taoist culture resources, and create more participatory and experiential festival activities to enhance the attraction and competitiveness of Qingcheng Mountain festival culture tourism.

Dujiangyan Irrigation Project Municipal Party Committee and Municipal Government have increased investment in the construction of Qingcheng Mountain Scenic Spot, and also increased the reform of the scenic spot's management mode. According to the interview with Zhang Xin, the publicity ambassador of the Tourism and Culture Bureau, the scenic spot has also set up a marketing office and a marketing team, but the promotion method is relatively simple, and can only be promoted by participating in some local exhibitions. From the current team activities led by various travel agencies, tourists in Qingcheng Mountain Scenic Area only have a superficial understanding of its Taoist culture, but have little knowledge of its deep Taoist culture. According to the data, the effect is not ideal.

Religious tourist attractions have been presented in various forms in recent years, but one of the common development priorities is to pursue the "most". Many scenic spots attract the attention of tourists and the media by building the largest bronze Buddha statue in China, the world's tallest pagoda and other prominent landmarks. For example, the platinum Avalokitesvara bronze statue in Lianhua Mountain, Panyu, Guangdong Province is the highest in the world, while Xiqiao Mountain Scenic Spot boasts the world's first Avalokitesvara seated statue. Because prominent landmarks are easier to attract the attention of the public and the media, the development planning of religious tourist attractions usually focuses on these landmarks. However, for Qingcheng Mountain, the design in this respect can be further strengthened.(Zhonglinsheng,2017)



Figure 36 Candles lit by believers in Qingcheng Mountain  
**Source:** Yi chen (On 11th February 2023)

The cultural, natural and historical heritage of Qingcheng Mountain has attracted a large number of tourists to come for sightseeing. According to the field survey, some development ideas are proposed for further strengthening the construction of the scenic spot.

Qingcheng Mountain Scenic Spot can strengthen cooperation with surrounding scenic spots, cultural heritage resources and tourism enterprises, form industrial linkage, integrate resources, promote together, and open up the way of resource integration. At the same time, highlight cultural characteristics

The cultural value of Qingcheng Mountain Scenic Area is extremely high. It should strengthen cultural publicity, promotion and cultural experience activities to make tourists more deeply understand the cultural heritage of Qingcheng Mountain. Strengthen the improvement of service quality and level to better meet the needs of tourists, build brand image through tourism experience and services, and enhance market competitiveness. Strengthen environmental protection and cultural protection. As an important protection area of natural and cultural heritage resources, Qingcheng Mountain Scenic Area should strengthen environmental protection and cultural heritage protection to prevent excessive development and misuse of resources from causing environmental damage and cultural heritage loss.

At the same time, promote tourism products. Qingcheng Mountain Scenic Area can meet the needs of different tourists by developing diversified tourism products and services, such as natural exploration, cultural experience, leisure and vacation, and attract more tourists to Qingcheng Mountain. With Internet marketing, Qingcheng Mountain Scenic Area can use the Internet and digital technology to enhance brand exposure and market awareness, and increase the number of tourists and tourism revenue through various online marketing means.

In general, the development of Qingcheng Mountain culture landscape tourism should focus on cultural and environmental protection, improve service quality and tourism experience, and strengthen marketing and promotion to achieve the goal of sustainable development.

### 1. Development ideas and principles

According to the analysis of the landscape resources of Qingcheng Mountain and the current tourism situation of Qingcheng Mountain, some thoughts on landscape development are made. First of all, protection is the first priority. Qingcheng Mountain is China's natural and cultural heritage. Development should take protection as the first priority to prevent damage to the environment and cultural heritage, preserve the original intention of Qingcheng Mountain's natural landscape resources for tourists, and let more domestic and foreign tourists feel the most natural scenery of Qingcheng Mountain. At the same time, we should be good at innovation, give full play to the characteristics of Qingcheng Mountain, attract tourists through the characteristics, attract more tourists to travel through the development of new tourism products and services, and improve the market competitiveness of the scenic spot. The Qingcheng Mountain slide pole is a very distinctive service, and many tourists want to experience it. However, in different stages of Qingcheng Mountain, the price of the slide pole is different, and the price of the slide pole fluctuates, This phenomenon

leaves some bad impression in the minds of tourists, and will also affect the understanding of Qingcheng Mountain.

The tourism development of Qingcheng Mountain should be based on the natural, cultural, historical and social conditions of the scenic spot and formulate a reasonable planning scheme to ensure the sustainability and development of tourism development. At the same time, tourism development should develop diversified tourism products and services according to the needs and preferences of different tourists, meet the needs of different tourists and improve tourist satisfaction. The tourism development of Qingcheng Mountain should be customer-oriented, pay attention to the tourist experience and service quality, provide personalized and differentiated tourism products and services, and improve customer loyalty. The tourism development of Qingcheng Mountain should focus on sustainable development, adhere to ecological civilization and green development, and realize the coordinated development of economy, society and environment. The tourism development of Qingcheng Mountain should be integrated with the surrounding tourist attractions, cities and cultural resources to form a global tourism development pattern and realize the coordinated development and win-win of tourism.(Pengjin,2022)

In general, the development of Qingcheng Mountain culture landscape tourism should follow the principles of protection first, innovative development, reasonable planning, development on demand, customer orientation, sustainable development and global tourism, so as to achieve the sustainable development and maximize the value of Qingcheng Mountain tourism.

## 2. Development objectives and strategies

The development goal of Qingcheng Mountain culture landscape tourism is to realize the sustainable development of tourism and maximize the economic, social and cultural benefits, while protecting the natural and cultural heritage of Qingcheng Mountain. According to the practical investigation, the specific development objectives are as follows:

The first is to provide Qingcheng Mountain with more abundant tourism and better conditions for tourism development in terms of improving tourism revenue, so as to improve the overall revenue of tourism. On this basis, through the overall construction of Qingcheng Mountain Scenic Spot, we can improve the environment of the scenic spot, improve the environment of the scenic spot, enhance the satisfaction and loyalty of the scenic spot to the scenic spot, and promote the resumption and promotion of the scenic spot, so as to achieve the goal of "people-oriented". The ecological and human resources in Qingcheng Mountain Area are effectively preserved to ensure the effective use of ecological and human resources without damaging them. The sustainable development of tourism in Qingcheng Mountain has been realized, and the harmonious development of economy, society and environment has been realized.

In order to achieve these goals, the development of Qingcheng Mountain culture landscape tourism should adopt the following strategies:

First of all, we should strengthen the brand effect of Qingcheng Mountain to enhance its influence and reputation in the country, so as to bring more opportunities for tourists. On this basis, we will further strengthen the exploration of the cultural and historical heritage of the Qingcheng Mountains, and develop personalized cultural tourism products and services on this basis. Strengthen the ecological environment construction of Qingcheng Mountain to strengthen the understanding of nature. Create tourism products to provide a variety of travel products and services suitable for different needs and preferences of tourists. Improve customer satisfaction and loyalty, and improve customer return rate and return rate. Expand the tourism market, integrate the Qingcheng mountain area with the surrounding tourist attractions, cities and cultures, so as to achieve all-round tourism development. Therefore, we must strengthen the protection of ecological and human resources in Qingcheng mountain area, so as to realize its sustainable development without damaging ecological and human resources.



Figure 37 Statue in front of Laojun Pavilion in Qingcheng Mountain  
**Source:** Yi chen (On 11th February 2023)

### 3. Development Key Focus and steps

The tourism of Taoism culture can be integrated with other tourism resources to form a series of distinctive, attractive, comprehensive and characteristic tourism products with certain scale. Integrate Taoist culture with experience of life, appreciation of Taoist cultural relics, taste of Taoist food, etc. organically, and on this basis, develop "health preservation" culture of Taoist culture, "Zhao Gong's god of wealth" culture, "Qingcheng" culture and other "health preservation" culture closely related to Taoist culture. We will organically combine the tradition of Taoism and folk traditions, traditions and various forms of folk, folk and folk traditions widely

existing in modern society, as well as the traditions and traditions in modern society, so that tourists can better understand and understand Taoism and better participate in relevant cultural practices.

China has always attached great importance to organically integrating the advantages of nature and humanity, and giving full play to its unique advantages to develop tourist resorts. "There are many famous mountains and monks in the world", which is a perfect example of integrating humanity and scenery. Qingcheng Mountain has become the best natural landscape in the world because of its fresh air, humid climate, dense vegetation, high-quality water quality and other characteristics. The location selection of Qingcheng Temple reflects the characteristics of "conforming to nature, returning to simplicity and following nature". For this reason, while developing Taoist cultural tourism, Qingcheng Mountain should organically integrate Taoist culture and the natural landscape of Qingcheng Mountain. Relying on Houshan Mountain, its unique geographical location and good natural landscape, it should develop a leisure type scenic spot to form a larger leisure type scenic spot.

In the process of Taoist culture sightseeing, we should pay attention to the change of scene and strengthen the sightseeing and sightseeing of Taoist culture. By using different scene changes, a variety of distinctive display areas have been formed, so that the abstract and intangible connotation of Taoism can be embodied and visualized. For example, the Taoist Culture Museum on Qingcheng Mountain uses various scenarios to display Taoist culture, study the culture of Xianjia, study the culture of ancient Shu, display the idea of harmony between yin and yang, experience the culture of health preservation and longevity, experience martial arts fitness culture, experience music art, experience Taoist literature, and experience Taoist folk art, so that visitors can have an intuitive understanding of Taoist culture.

Therefore, the development of key points in Qingcheng Mountain can improve the tourism quality, increase the satisfaction and loyalty of tourists, and improve the brand value and market competitiveness of Qingcheng Mountain tourism by improving the quality of tourism services and tourist experience. Develop special products, fully explore the cultural heritage and cultural heritage of Qingcheng Mountain, and develop unique cultural tourism products and services to better bring more feelings to the masses. The ecological and human resources in Qingcheng Mountain Area are effectively preserved to ensure the effective use of ecological and human resources without damaging them. Promotion: use various ways and methods to improve the brand image of Qingcheng Mountain Scenic Area, enhance the overall image of the scenic area, and promote the number of tourists and consumption level in the scenic area.

The development steps of Qingcheng Mountain culture landscape tourism are as follows:

Project planning: according to the natural and cultural characteristics of Qingcheng Mountain, formulate tourism development plans and objectives, and

determine the types and scale of tourism products and services. Then carry out resource integration: integrate the natural, cultural, historical and other resources of Qingcheng Mountain, develop unique tourism products and services, and form a unique culture landscape tourism brand.

In terms of infrastructure construction, improve tourism infrastructure, including roads, catering, accommodation, sanitation, etc., and improve the quality and level of tourism services. Focus on publicity and promotion, and improve the popularity and reputation of Qingcheng Mountain tourism through various channels and methods, including online marketing, media publicity, exhibition and display.

The service quality has been continuously improved. By improving the tourism service quality and tourist experience, the satisfaction and loyalty of tourists have been increased, and the brand value and market competitiveness of Qingcheng Mountain tourism have been improved. Focus on environmental protection, strengthen environmental publicity and protection, ensure that tourism development will not damage the environment and cultural heritage of Qingcheng Mountain, and ensure the sustainable development of tourism. Strengthen the management and supervision of scenic spots, standardize the order of tourism market, protect the rights and interests of tourists and ensure the healthy development of tourism. (Liuyang, Caisongmei,2022)

In general, the development of Qingcheng Mountain culture landscape tourism needs to fully tap and utilize Qingcheng Mountain.

#### **4.3 Qingcheng Mountain landscape resources development path and development guide**

The Qingcheng Mountain culture landscape tourism development guide needs to promote tourism development from many aspects, specifically from infrastructure construction, strengthening the convenience of transportation to Qingcheng Mountain, regulating local hotels and homestays through the government and community, and trying not to appear premium situation, bringing tourists a good living experience, improving the convenience and comfort of tourists. Increase the publicity efforts of tourist destinations, use channels such as the internet and social media to increase their visibility and attract more tourists. Develop and promote local culture, traditional crafts, specialty foods, etc., provide unique cultural experiences, and attract cultural enthusiasts and tasteful travelers. Diversified tourism products, including cultural tourism, health tourism, rural tourism, etc., meet the needs of different tourists. Provide policy support such as tax reduction, loan support, and project funding to encourage the development of the tourism industry. Strengthen international tourism cooperation, attract foreign tourists, and promote the internationalization of the tourism industry.

At the same time, it also needs to analyze the market demand, resource utilization, tourism development and other aspects. Market demand: as a national key cultural heritage and natural reserve, Qingcheng Mountain's unique natural and

cultural landscape has high attraction and market value. Meanwhile, with the continuous expansion and consumption upgrading of the domestic tourism market, cultural landscape tourism has become one of the hot demands in the market. Therefore, the development of Qingcheng Mountain culture landscape tourism has a large market demand. Resource utilization: Qingcheng Mountain is rich in natural and cultural resources, including a large number of historical and cultural heritage, natural landscape and folk culture. These resources have high utilization value for tourism development. At the same time, Qingcheng Mountain also has a relatively complete tourism infrastructure and service system, providing necessary support and conditions for the development of culture landscape tourism.

Tourism development: Chengdu, where Qingcheng Mountain is located, is one of the important tourism destinations in western China, with a relatively complete tourism market and industrial chain. In this context, the prospect of Qingcheng Mountain culture landscape tourism development is optimistic. At the same time, with the continuous expansion and consumption upgrading of the domestic tourism market, culture landscape tourism has become a new hot spot in the tourism market, which also provides favorable opportunities for the development of Qingcheng Mountain culture landscape tourism. In a word, the development of Qingcheng Mountain culture landscape tourism is highly feasible. In the development process, attention should be paid to the protection of the environment and cultural heritage, as well as the improvement of tourism service quality and tourist experience, so as to improve the brand value and market competitiveness of Qingcheng Mountain culture landscape tourism and promote the sustainable development of tourism.

### 1. Economic feasibility analysis

The economic feasibility of Qingcheng Mountain culture landscape tourism development needs to be analyzed from the aspects of investment return, market scale, operating costs, etc.

Return on investment: The investment required for the development of Qingcheng Mountain culture landscape tourism includes infrastructure construction, scenic spot transformation, marketing and promotion. According to the analysis of market demand and tourism resources, the development has a large market prospect and profit space. Therefore, the expected return on investment can reach the expected level.

Market scale: Chengdu, where Qingcheng Mountain is located, is one of the important tourist destinations in western China, attracting a large number of domestic and foreign tourists. At the same time, with the continuous expansion and consumption upgrading of the domestic tourism market, culture-landscape tourism has become one of the hot demands of the market. Therefore, the development of Qingcheng Mountain culture landscape tourism has a large market scale and growth potential.

Operating costs: the operating costs required for the development of Qingcheng Mountain culture landscape tourism include labor costs, equipment maintenance, scenic spot protection, etc. In the process of operation, we need to pay attention to the protection of the environment and cultural heritage, and pay attention to improving the quality of tourism services and tourist experience. Under the condition of reasonable cost control, the development of Qingcheng Mountain culture landscape tourism can achieve good economic benefits.

In a word, the development of Qingcheng Mountain culture landscape tourism has high economic feasibility. In the development process, it is necessary to pay attention to the balance between investment return and operation cost, and at the same time, pay attention to improving the quality of tourism services and tourist experience, so as to improve the brand value and market competitiveness of Qingcheng Mountain culture landscape tourism and promote the sustainable development of tourism.

## 2. Social feasibility analysis

The social feasibility of Qingcheng Mountain culture landscape tourism development needs to be analyzed from the aspects of social environment, cultural inheritance and public interests.

Social environment: Qingcheng Mountain area is a famous historical and cultural mountain in China, with a long history and profound cultural heritage. In the process of development, attention should be paid to environmental protection and cultural heritage protection to avoid negative impact on the local natural and cultural environment. At the same time, attention should be paid to the ecological construction and environmental management of the scenic spot to protect the natural landscape and ecosystem of Qingcheng Mountain.

Cultural heritage: Qingcheng Mountain is one of the important birthplaces of Chinese Taoist culture, with rich Taoist cultural heritage and historical and cultural resources. In the development process, we need to pay attention to the inheritance and promotion of Qingcheng Mountain Taoist culture, strengthen the protection and utilization of Qingcheng Mountain's historical and cultural heritage, and improve the public's awareness and understanding of Qingcheng Mountain's cultural value.

Public interest: Qingcheng Mountain is one of the important tourist destinations in western China. The development of Qingcheng Mountain culture landscape tourism has many public interests, such as promoting local economic development, increasing employment opportunities, and increasing residents' income. At the same time, development needs to pay attention to social responsibility and public welfare, make contributions to the local society, and promote the sustainable development of tourism. In a word, the development of Qingcheng Mountain culture landscape tourism has high social feasibility. In the process of development, it is necessary to pay attention to environmental protection and cultural inheritance, promote public interests and social responsibilities, and promote the sustainable development of Qingcheng Mountain culture landscape tourism.

### 3. Environmental feasibility analysis

Qingcheng Mountain has a beautiful natural environment and rich biodiversity and cultural heritage resources. Therefore, environmental feasibility needs to be considered when developing Qingcheng Mountain culture landscape tourism.

First of all, we should fully consider the ecological protection and environmental governance in Qingcheng Mountain area. In the process of development, we need to pay attention to the ecological construction and environmental governance of the scenic spot, and protect the natural landscape and ecosystem of Qingcheng Mountain. For example, establish a complete garbage classification and treatment system, reduce the impact of garbage on the environment, establish an environmental monitoring system, strengthen environmental monitoring and evaluation, and timely identify and solve environmental problems. Secondly, we should pay attention to the development planning and design of scenic spots. In the development process, it is necessary to reasonably plan and design the scenic spot according to the natural environment and cultural characteristics of Qingcheng Mountain area to avoid damage to the ecological environment. For example, select environment-friendly building materials, adopt green building design concepts, build eco-tourism demonstration areas, and promote sustainable tourism.

Finally, we should pay attention to the development of ecotourism and cultural tourism. In the process of development, we should pay attention to the development of ecological tourism and cultural tourism, give full play to the natural landscape and cultural resources of Qingcheng Mountain, and create a brand of ecological and cultural tourism. For example, promote eco-friendly tourism methods such as hiking and cycling, and pay attention to promoting the historical culture and Taoist culture of Qingcheng Mountain, so as to improve tourists' cultural awareness and understanding of Qingcheng Mountain.

To sum up, the environmental feasibility of Qingcheng Mountain culture landscape tourism development needs to be considered and analyzed from the aspects of ecological protection, scenic area planning and cultural tourism, making full use of the natural and cultural resources of Qingcheng Mountain, and protecting the ecological environment of Qingcheng Mountain to promote the sustainable development of Qingcheng Mountain culture landscape tourism.



Figure 38 Qingcheng Mountain Tortoise Camel Stele

**Source:** Yi chen (On 11th February 2023)

Planning and design of Qingcheng Mountain Scenic Area: the layout of the scenic area, the setting of scenic spots, the construction of traffic routes, parking lots and public facilities are the prerequisites for the development of the scenic area. Therefore, in the construction and construction of cities, attention must be paid to the maintenance of ecological and human resources in the mountains. Construction and maintenance: according to relevant planning and design, including roads, gardens, buildings, equipment and management centers. After the construction of the park, the maintenance of the park and equipment should also be strengthened. Talent: In a scenic spot, tour guides, tour guides, service personnel, security personnel, etc. are a huge talent team. The business unit shall establish a recruitment, training, management and evaluation system for employees to ensure the high quality and high-quality work of employees. Safety: In terms of the safety of tourist attractions, safety education for tourists should be strengthened. Especially in the peak season, in order to ensure the safety of passengers in terms of personal, traffic and logistics, it is necessary to strengthen the control of passengers' traffic and logistics. In terms of marketing and promotion, operators should formulate marketing and promotion strategies to strengthen the image building and promotion of enterprises. A tourist destination can enhance its brand image and increase its attraction through advertising, public relations, network publicity, exhibition and other means. Tourism services: tourist attractions must provide high-quality tourism services for tourists, such as tour guide services, tourism consulting, catering accommodation, shopping and entertainment. In order to enhance the popularity of tourist destinations and enhance their market competitiveness, we must strengthen the quality control of tourist destinations. Revenue management: As a profitable business behavior, there must be a more reasonable business mode in the business process. These include

ticket pricing, tourism product development, tourism consumption statistics, and tourism ticket management. In order to ensure the good effect of tourism destination management, we must strengthen the financial security of tourism destination. To sum up, the development of Qingcheng Mountain humanistic landscape must be considered comprehensively in the process of operation and management, and the natural scenery and humanistic history of Qingcheng Mountain scenic spot must be used to the maximum extent to make it a high-quality way of sightseeing.

#### 4. Management system and organization setting

The development of humanistic landscape resources in Qingcheng Mountain Scenic Spot must have a scientific management mechanism and organization to ensure the operation and development of the scenic spot. I will study from the following perspective. The development of Qingcheng Mountain Scenic Spot should follow the principle of "government led, enterprise operated and market oriented", and form a "government enterprise market" three in one business model. In the planning, management and supervision of scenic spots, the state should be the main body; The management should have certain market competitiveness and management strength; Take the market as the leading factor to promote the marketization and industrialization of the tourism industry.

##### Government management organization

The government management organization is mainly responsible for the planning, management, supervision and service of Qingcheng Mountain tourism. Main responsibilities include: planning and management of scenic spots, environmental protection, safety supervision, tourism services, publicity and promotion, etc. The government management organization can be composed of municipal, district, county and other government departments, mainly including the Tourism Bureau, the Cultural Bureau, the Environmental Protection Bureau, the Public Security Bureau, the Fire Department, etc.

##### Enterprise management organization

The competent department of the company mainly operates and manages the tourism resources in Qingcheng Mountain Area. Scope of work: responsible for the development, management, marketing and service of the scenic spot. The business entities of tourism enterprises should include tourism enterprises and cultural enterprises to ensure the market and industrial development of tourism enterprises.

##### Industry management organization

The relevant departments are mainly responsible for self-restraint, quality service and protection of the tourism industry in Qingcheng Mountain Area. Responsible for formulating industry standards, providing services and guarantees for the industry, and strengthening industry self-discipline. The organization forms of tourism industry include: tourism industry association, industry association and industry association.

### Cooperation and coordination between management agencies

The government, enterprises and industry management organizations should strengthen cooperation and coordination to form a tripartite cooperation among the government, enterprises and industry to ensure the orderly development and management of Qingcheng Mountain culture landscape tourism. The government can provide policy, planning, capital and other support, enterprises can give play to market competitive advantages and innovation capabilities, and industry management institutions can play the role of industry self-discipline and service guarantee. Such cooperation and coordination mechanism can form a pattern of complementary advantages, mutual benefit and win-win results, and improve Qingcheng Mountain culture landscape tourism

### 5. Design of operation mode and service system

Design of operation mode: The "company+government" mode can be adopted, that is, the tourism development company undertakes the operation and management responsibilities, and cooperates with the government to jointly formulate plans and policies and provide support and services.

Service system design: In order to provide better tourism services, the following service systems can be designed:

Tour guide service: recruit professional tour guides to provide tourists with full interpretation service and improve their tourism experience.

Scenic area information service: set up an information desk and a service hotline to provide tourists with tourism consultation, navigation, road guidance and other services.

Catering and accommodation services: develop a variety of catering and accommodation products to meet the different needs of tourists.

Entertainment and shopping services: set up multiple entertainment and shopping places to increase the participation and consumption of tourists.

Tourism insurance services: provide tourism insurance services to ensure the safety and interests of tourists.

Service process design: When designing the service process, the following aspects should be paid attention to:

Tourist arrival: design convenient entrance and exit channels, provide parking lot and reception services.

Tour service: design reasonable tour routes and scenic spots distribution, and strengthen logo and interpretation services.

Consumer services: design convenient payment methods and consumption environment, and strengthen consumption supervision and service quality management.

Safety services: strengthen safety prevention and emergency management, and provide safety assurance and rescue services.

Service evaluation: establish a service evaluation mechanism, collect tourists' feedback and complaints, and timely optimize and improve the service.

To sum up, the design of the operation mode and service system of Qingcheng Mountain culture landscape tourism development needs to comprehensively consider multiple aspects, strengthen tourism services, improve tourists' satisfaction and reputation, and achieve sustainable development of the scenic spot.

## 6. Marketing and promotion strategy

If Qingcheng Mountain Scenic Area wants to do a good job in publicity, it must do a good job in publicity, make more people know about Qingcheng Mountain Scenic Area, so that more people can visit it, increase its reputation, and increase its popularity. With the increase of the number of tourists, the income of tourism will also increase, and the economy will also increase. In the publicity, the unique culture and natural landscape of Qingcheng Mountain should be emphasized to create a brand image. At the same time, Qingcheng Mountain is publicized through various channels, such as tourism websites, tourism magazines, television, radio, etc., to attract more tourists to visit. Introduce a professional marketing team, a professional marketing team with rich experience, develop marketing strategies and promotion plans, and follow up the implementation to ensure the maximum publicity effect. Regularly hold various theme tourism activities, such as Qingcheng Mountain Cultural Tourism Festival, mountaineering competitions, etc., to attract more tourists to participate in the activities and increase the tourists' experience and sense of participation. Establish an official account of Qingcheng Mountain on social media, regularly publish tourism information and scenic spot introductions, and interact with tourists to increase their stickiness and loyalty. Formulate reasonable ticket prices and introduce preferential policies to attract more tourists. Establish cooperative relations with surrounding scenic spots, tourism enterprises and hotels to jointly promote tourism products and expand market share. Conduct regular market research to understand the needs and feedback of tourists, and timely adjust the promotion strategy and tourism products according to market changes to improve competitiveness.

To sum up, Qingcheng Mountain is a comprehensive tourist area integrating Taoist culture, natural landscape and folk culture, attracting many tourists to explore, experience and feel. In Qingcheng Mountain, tourists can not only enjoy the beautiful scenery, but also learn about the rich Taoist culture, try folk activities, experience health culture and so on. Through the analysis of Qingcheng Mountain landscape tourism and the tourism development plan, we can see that Qingcheng Mountain can

also make a lot of efforts and innovations in marketing and promotion, making it a popular tourist destination. In the future, we believe that Qingcheng Mountain will continue to grow and bring more tourists a pleasant and unforgettable tourism experience.



Figure 39 Group photo with tourists  
Source: Yi Chen (On 11th February 2023)



Figure 40 Researchers are at the entrance of the Shangqing Palace  
Source: Yi Chen (On 11th February 2023)

## CHAPTER 5

### CONCLUSION, DISCUSSION, AND SUGGESTIONS

Qingcheng Mountain Culture Landscape: Guidelines for the Development of Cultural Natural Tourism, conclusions, discussions, and recommendations are as follows:

1. Research objectives
2. Conclusion
3. Discussion
4. Suggestion

#### Research objectives

1. To study the historical background of Qingcheng Mountain
2. To study the development status of Qingcheng Mountain landscape resources
3. To study the development path and feasibility scheme of Qingcheng Mountain landscape resources

#### Conclusion

Qingcheng Mountain Culture Landscape: Guidelines for the Development of Cultural Natural Tourism Based on research objectives, the conclusions can be summarized as follows:

Results of the research on the historical background of Qingcheng Mountain

- 1) Qingcheng Mountain, located in Dujiangyan Irrigation Project City, Sichuan Province, China, is one of the important holy places of Chinese Taoist culture. Its historical background and development can be traced back to the Han Dynasty period, and this study can mainly be summarized from several aspects:

In terms of historical background, as an important center of Taoism culture, Qingcheng Mountain can be traced back to the Han Dynasty. The earliest Taoist activities can be traced back to the period of Emperor Wu of Han, but the true rise occurred in the late Eastern Han Dynasty and the Three Kingdoms period. Qingcheng Mountain has become one of the centers of Taoist cultivation, academic research and religious activities, and inherits Chinese culture. From the perspective of famous Taoist mountains, Qingcheng Mountain is one of the famous Taoist mountains in China, and together with Mount Emei, it is called "Double Show". It is considered to be one of the birthplaces of the Quanzhen Sect of Taoism, which is an important sect in Taoism. It traces back to history and then spreads history, so that more tourists can

feel the cultural atmosphere of Qingcheng Mountain from the root of culture. In terms of historical buildings, there are many ancient Taoist temples and temples on Qingcheng Mountain, among which the most famous are Shangqing Palace and Laojun Pavilion. These buildings represent traditional Chinese architectural and artistic styles, and attract numerous tourists and believers, providing strong support for the local tourism and economic development.

Cultural inheritance, Qingcheng Mountain has always been the place of inheritance of Taoist culture. The preservation and inheritance of Taoist classics, culture, and rituals here have influenced the development of religion, philosophy, and culture in China.

2) Qingcheng Mountain is a famous tourist attraction, attracting a large number of tourists. This has brought an important source of income to the local economy and also promoted the development of the tourism industry. From the perspective of cultural inheritance, Qingcheng Mountain is a famous Taoist mountain with rich religious and cultural traditions. Protecting and inheriting these traditional cultures is crucial for maintaining the diversity of Chinese culture.

Qingcheng Mountain has an excellent geographical position and rich and diverse ecological environment. Studying and protecting the natural resources of this region is crucial for ecological balance and sustainable development, and we advocate that our tourism industry should develop on the basis of conservation. At the same time, it will attract more researchers in the fields of history, culturology and ecology to have in-depth discussions, and bring the cultural value of Qingcheng Mountain into full play.

In general, Qingcheng Mountain is a precious heritage of Chinese Taoist culture, and its historical background and development research will help to better understand the evolution of Chinese religion and culture.

Research results of the current situation of landscape resources development in Qingcheng Mountain

1) Based on a comprehensive study of the natural landscape resources of Qingcheng Mountain and the human landscape resources of Qingcheng Mountain, it can be seen from the natural attributes of Qingcheng Mountain, such as geographical characteristics, climate, vegetation, animal and plant species, as well as the geological background and ecosystem of the mountains, that tourists have a wide and deep selection of the scenic spot. From the perspective of cultural heritage, we investigate the historical buildings, temples, Taoist temples, inscriptions and other cultural heritage in the scenic spot, Understand its historical and cultural values. Bringing strong cultural heritage to tourists, tourists can enjoy a comprehensive landscape experience in this scenic area, including hiking, sightseeing, cultural experience and other tourism activities, all of which can make tourists feel at home.

2) According to the researcher's survey and interview, the observation found that the development of landscape resources did not fully integrate the Taoist culture of

Qingcheng Mountain into the landscape tourism resources, and lacked comprehensive, participatory, sustainable, distinctive tourism activities for tourists to choose from. At present, the development of tourism resources is still dominated by tourism, while tourism resources closely related to Taoism, such as Taoist diet, Taoist medicine, Taoist health preservation, Taoist art appreciation, martial arts fitness, and meditation practice, lack relevance, interactivity, and participation. On this basis, the diversified, innovative and interactive tourism products with Taoist cultural characteristics of Qingcheng Mountain will be deeply explored and developed to enhance the overall influence and competitiveness of its tourism industry. At present, the development of festival culture tourism resources in Qingcheng Mountain is still not deep enough. The existing Taoist festival activities are still mainly limited to religious activities, and the degree of integration with local folk activities is not high. In addition, when tourists visit these activities, they lack a real sense of participation and cannot fully integrate into them, which also limits the economic benefits of Qingcheng Mountain festival cultural tourism. Therefore, it is necessary to strengthen the development of festival culture tourism resources in Qingcheng Mountain, excavate and integrate rich and colorful folk culture and Taoist culture resources, and create more participatory and experiential festival activities to enhance the attraction and competitiveness of Qingcheng Mountain festival culture tourism.

In summary, the importance of natural and cultural landscapes in scenic spots is inseparable. The combination of natural and cultural landscapes in scenic spots can not only enrich tourism products, improve tourists' tourism experience, but also promote the sustainable development of scenic spots.

#### Research on the development path and feasibility scheme of Qingcheng Mountain

The development of Qingcheng Mountain culture landscape tourism should follow the principles of protection first, innovative development, reasonable planning, development on demand, customer orientation, sustainable development and global tourism, so as to achieve the sustainable development and value maximization of Qingcheng Mountain tourism.

1) Ecological protection: Study the status of the ecological environment in mountainous areas, propose suggestions for ecological protection and sustainable development, in order to protect this precious natural resource. Protecting cultural heritage: Including cultural heritage on the World Cultural Heritage List can promote international awareness of its protection and prevent its damage and destruction. Promoting the tourism industry: The reputation and attractiveness of World Cultural Heritage have had a positive impact on the development of the tourism industry, becoming an important destination for many tourists to visit and promoting the development of the local economy. Promoting cultural exchange: The existence and protection of world cultural heritage promote cultural exchange and mutual understanding, and also contribute to promoting world peace and the development of cultural diversity. Stimulating historical awareness: The existence of world cultural heritage reminds people to pay attention to history and culture, stimulates people's

interest and understanding of the past, and helps to inherit and promote the excellent cultural heritage of humanity.

2) Tourist behavior research: Investigating the behavior and needs of tourists to improve tourism management and services.

3) Local economic impact: analyze the impact of Qingcheng Mountain tourism on the local economy, including employment, income, infrastructure construction, etc. Design the scheme from the aspects of economic, social and environmental feasibility, pay attention to the development of ecological tourism and cultural tourism, give full play to the natural landscape and cultural resources of Qingcheng Mountain, and create a brand of ecological and cultural tourism. Promote eco-friendly tourism methods such as hiking and cycling, and pay attention to promoting the historical culture and Taoist culture of Qingcheng Mountain, so as to improve tourists' cultural awareness and understanding of Qingcheng Mountain.

To sum up, the environmental feasibility of Qingcheng Mountain culture landscape tourism development needs to be considered and analyzed from the aspects of ecological protection, scenic area planning and cultural tourism, making full use of the natural and cultural resources of Qingcheng Mountain, and protecting the ecological environment of Qingcheng Mountain to promote the sustainable development of Qingcheng Mountain culture landscape tourism.

## Discussion

Qingcheng Mountain Culture Landscape: Guidelines for the Development of Cultural Natural Tourism. Based on research, the discussion can be summarized as follows:

### 1. Discussion of relevant research

In terms of research starting point, the previous research on Taoist culture in Qingcheng Mountain mainly focused on the generation and development of a variety of ideological and cultural influences, of which religious culture is an important component. At Xiaoyifeng (2020:33-36) In the research on the relationship between Qingcheng Mountain Taoist culture and Xishu gardens, both Qingcheng Mountain Taoist culture and Xishu gardens were born in the unique natural environment of Xishu area, which is the unique embodiment of the regional culture of Xishu. In the long historical process, the two blend, develop together, and have a close and profound relationship. In this study, the researchers focus on the unique landscape culture of Qingcheng Mountain from ancient times to the present, and more specifically show the unique Taoist culture of Qingcheng Mountain. Compared with the "research on the relationship between Qingcheng Mountain Taoist culture and Western Shu gardens", the cultural understanding of Taoism is more specific and targeted, and the Taoist culture and modern economy are closely linked, with a broader scope, The development and promotion of Taoism have also further improved

the local economy. Pay attention to the economic benefits of Qingcheng Mountain, the social impact of Qingcheng Mountain, and the sustainable development of Qingcheng Mountain.

In terms of research perspective, in Tianjia (2019: 143-160) Talking about the research on the development strategy of Qingcheng Mountain based on the business model. The purpose of the research is to take the commercial development model of Qingcheng Mountain in Duijiangyan Irrigation Project as the research object, (1) systematically study the current situation of Qingcheng Mountain (2) and the existing problems, combined with the business operation model, (3) Talking about the development strategy of Qingcheng Mountain from the development model, objectives, ideas, methods, etc. In terms of development strategy research, in this study, the researchers increased the research on the development feasibility of Qingcheng Mountain, mainly from three aspects of economic feasibility, social feasibility and environmental feasibility, focusing on the development of ecological tourism and cultural tourism. In the process of development, we should pay attention to the development of ecological tourism and cultural tourism, give full play to the natural landscape and cultural resources of Qingcheng Mountain, and create a brand of ecological and cultural tourism. Promote eco-friendly tourism methods such as hiking and cycling, and pay attention to promoting the historical culture and Taoist culture of Qingcheng Mountain, so as to improve tourists' cultural awareness and understanding of Qingcheng Mountain.

To sum up, the environmental feasibility of Qingcheng Mountain culture landscape tourism development needs to be considered and analyzed from many aspects, such as ecological protection, scenic spot planning and cultural tourism, to make full use of the natural and cultural resources of Qingcheng Mountain, while protecting the ecological environment of Qingcheng Mountain, so as to promote the sustainable development of Qingcheng Mountain culture landscape tourism. The strategies and plans for this research and development are more comprehensive and specific.

In terms of research methods, the previous research on the landscape of Qingcheng Mountain mainly relied on historical documents, ancient books and oral traditions, and the research methods were relatively traditional. Researchers may conduct literature research, ancient cultural research, etc. The modern Qingcheng Mountain research adopts more diversified and empirical research methods. Researchers may conduct field investigations, on-site observations, interview surveys, questionnaire surveys, statistical analysis, etc. to collect and analyze a large amount of data and actual situations, and explore the current status and characteristics of tea culture. Sunchang, Zhengque, Wenjing, (2021:35-36) made a survey on the current situation of the language landscape of Qingcheng Mountain Scenic Area. The purpose of the study was to propose countermeasures for the types, standardization and existing problems of the language codes on the front mountain signs with relatively concentrated landscapes in the scenic area. Thus providing suggestions and

suggestions for the development of Sichuan's tourism industry. The research results indicate that Chinese is the dominant language code, occupying an absolute dominant position. Chinese appears in all signs and is the absolute dominant language. English appears in bilingual and multilingual codes and is the most dominant language in foreign languages. However, in the multilingual signs of Qingcheng Mountain Scenic Area, there are four languages of "Chinese, English, Korean and German" and five languages of "Chinese, English, Japanese, Korean and German". According to the researcher's field observation, the language landscape in Qingcheng Mountain Scenic Area is dominated by Chinese and Korean. So there is still a fundamental difference between literature research and field observation research, and research is more specific and accurate.

In terms of research background, Jiaqiuchen, (2022) Research on the problems and countermeasures of Dujiangyan Irrigation Project tourism market supervision. Research purposes: reduce the occurrence of chaos in the tourism market, maintain the fair order of the tourism market, build a safe and comfortable consumption environment for tourists to travel, better maintain the image of Dujiangyan Irrigation Project as a famous tourist city, and promote the sustainable and stable development of Dujiangyan Irrigation Project tourism. Research has shown that market regulation issues can be addressed through the following measures: firstly, improving the implementation rules and mechanism system construction of tourism market regulation; secondly, strengthening the team of tourism market regulatory personnel and financial support; thirdly, strengthening the supervision of key areas of the tourism market; fourthly, improving the public participation system to enhance government regulatory efficiency; and fifthly, strengthening the construction of the tourism market integrity system. In the research of Qingcheng Mountain culture landscape tourism, the current situation of Qingcheng Mountain tourism is analyzed, and the development plan for the current situation is carried out. In addition to improving the market, strengthening management, and strengthening integrity, researchers focus on the research of sustainable development, take the protection of ecological civilization as the premise and key point of development, and focus on the protection and promotion of culture as the key premise of developing Qingcheng Mountain tourism.

In terms of research results, Hedong (2020:94-95) analyzed the current situation and development of Dujiangyan Irrigation Project tourism products. Research purposes: to provide a strong support for the development of tourism cultural and creative products, and to give full play to the value of its tourism cultural and creative industries will help promote the economic development and tourism resources development of the region. Research has shown that cultural and creative products have strong market competitiveness compared to other products due to the problems encountered in their development and the analysis of development strategies. As a tourist attraction with rich cultural resources, Dujiangyan Irrigation Project breaks the inherent thinking to develop and design cultural and creative products, which can give play to the cultural characteristics of Dujiangyan Irrigation Project, promote the

vitality of Dujiangyan Irrigation Project cultural and creative products, and promote the economic development of Dujiangyan Irrigation Project area. This study is mainly aimed at Dujiangyan Irrigation Project City, Sichuan Province, China. In the study of Qingcheng Mountain culture landscape tourism, there is a lack of key research on cultural and creative products. In the aspect of tourism development, cultural and creative characteristics can be integrated into the study, which can be used as a means of communication to face the world.

To sum up, there are obvious differences between modern Qingcheng Mountain culture research and previous Qingcheng Mountain culture research in terms of research starting point, research perspective, research methods, research background and research results. The similarities and differences of these studies reflect the different concerns and methods of Qingcheng Mountain culture research to adapt to the changes of the times and society.

According to the research of other researchers, the following differences, technologies and tools are also summarized: modern Qingcheng Mountain tourism research may rely on advanced technologies and tools, such as satellite maps, remote sensing technology, unmanned aerial vehicles, etc., to obtain more accurate geographical data and scenic spot information, as well as more detailed analysis of tourist behavior. At present, the researchers lack the support of the above equipment. In future research, It can be done in a team manner.

**Data collection:** Modern research can utilize digital surveys, social media analysis, and mobile application data to gain a more comprehensive understanding of tourist needs, preferences, and behaviors, whereas in the past, traditional survey methods may have been the main reliance.

**Sustainability:** Modern tourism research emphasizes sustainable tourism development, focusing on aspects such as ecological protection, cultural protection, and community participation, while previous studies may have less consideration for these factors.

**Tourism experience:** Modern research focuses more on the tourism experience of tourists, including personalized recommendations, virtual reality experiences, and digital interactions, in order to improve tourist satisfaction.

**Marketing:** Current research may rely more on digital marketing, social media promotion, and online booking platforms to attract tourists and increase awareness.

In general, modern Qingcheng Mountain tourism research pays more attention to science and technology and sustainability, as well as a deeper understanding of tourists' needs and behaviors, so as to better meet the needs of the modern tourism market.

## 2. Research on Related Concepts

### Tourism Theme Plan

According to the exclusive scheme designed for the tourist site, the tourist infrastructure is to be built: as a famous tourist resort, Qingcheng Mountain needs to have complete transportation, accommodation, catering and other infrastructure to meet the needs of tourists. Designing theme tourism routes: according to the history, culture and natural landscape of Qingcheng Mountain, multiple theme tourism routes can be designed, such as "Taoist Culture Tour", "Mountain Hiking Tour", "Natural Ecological Tour", etc., so that tourists can choose different routes according to their own interests and needs. Introduction of interactive experience projects: In order to enhance the tourists' sense of experience, some interactive experience projects can be set up in Qingcheng Mountain, such as "Taoist Experience Hall", "Treasure Hunting Game", "VR Experience Hall", etc., so that tourists can have a deeper understanding of the history and culture of Qingcheng Mountain. Promotion of special food: Qingcheng Mountain's food culture is also an important factor to attract tourists. It can promote local special food, such as Qingcheng Mountain spicy chicken, Shubei mutton, Qingcheng Mountain pickle, etc., so that tourists can taste authentic local food. Strengthen publicity and promotion: In order to let more people understand and pay attention to Qingcheng Mountain, we need to strengthen publicity and promotion. We can publicize the unique charm of Qingcheng Mountain to the whole country and even the world through network platforms, television media, tourism exhibitions and other ways.

To sum up, Qingcheng Mountain can choose tourism theme schemes according to local actual needs. Further enrich and enhance the experience of tourists.

#### Multi-media

The term 'context' initially referred to the 'context' in linguistics, but later it can also be extended to the interrelationships and connections between one thing and other things in time and space. In today's world, the trend of digitization is becoming increasingly evident, with mobile phones, the internet, and computers making it easier and cheaper for people to access information. The transfer of traditional paper media information to today's digital information has brought faster and wider space to the transmission of cultural landscapes. Especially with the increasing popularity of short videos on the internet, it has given people more information. The dual use of traditional media and multimedia promotes traditional culture on a modern basis. To sum up, the use of modern technology is the way that the current society must progress, and can better and faster promote the Qingcheng Mountain scenic area to the national and international level.

#### Tourism Identity

Tourism is a one-time leisure experience that allows people to travel to another place in their free time. Due to the remote nature of tourism, it is necessary for people to pay sufficient attention to the safety of tourists in scenic areas. Therefore, the scenic area safety signage system has naturally become a research topic that cannot be

ignored in the academic community. According to the research on Qingcheng Mountain cultural landscape tourism, the following aspects are summarized:

- 1) Tourist identity: study the identity of tourists to Qingcheng Mountain, including their emotional connection to the scenic spot, cultural identity and personal identity. Researchers study the above aspects through questionnaire surveys, in-depth interviews, and observations.
- 2) Community identity: understand the identity of local community residents to Qingcheng Mountain tourism, including their attitude, influence and participation in tourism development. This can be studied through social surveys and interviews.
- 3) Cultural identity: study the identity of Qingcheng Mountain as a cultural heritage, including tourists' understanding and respect for history, religion, architecture and traditional culture. This can be studied through cultural research and educational project evaluation.
- 4) Management and sustainability identity: understand the identity of scenic spot managers and government departments on the sustainable management of Qingcheng Mountain, and their balance between ecological protection and tourist satisfaction. This can be studied through policy analysis and manager interviews.
- 5) Marketing and brand identity: study the market identity of Qingcheng Mountain tourism, including how to build the scenic spot brand, attract tourists and improve its popularity. This can be studied through market research and marketing strategy analysis.

To sum up, these research directions can help understand the identity of different stakeholders on Qingcheng Mountain tourism, help to better manage and promote this tourism destination, and further improve the economic development and popularity of Qingcheng Mountain region.

### Suggestion

In the development process of Qingcheng Mountain cultural tourism, through the research objectives and results, in order to further strengthen the development of landscape tourism and apply the results of this study to a wider range of fields, the following suggestions are put forward:

The first suggestion is based on the research results:

- 1) The research results of the historical background of Qingcheng Mountain can further refer to the relevant literature and carry out research through the comparison of similar scenic spots, so as to draw the characteristics of similar scenic spots in Sichuan Province and lay a foundation for the further development of scenic spots.
- 2) As for the research results of the current situation of Qingcheng Mountain, it is suggested to increase the observation time and frequency. The researchers went to Dujiangyan Irrigation Project and Qingcheng Mountain twice, but the investigation was not comprehensive. The investigation can be carried out on holidays, which is more conducive to collecting relevant information.

3) As for the guidelines related to the development of Qingcheng Mountain, the research is mainly based on the results of this investigation, but there is still a one-sided and objective phenomenon. The researchers said that more literature support, more time observation and more investigation are needed to further obtain more comprehensive results.

The second aspect is the recommendations for the next step of research:

1) The government needs to strengthen the in-depth study of Qingcheng Mountain culture, and deeply understand its long history, traditional values and unique technologies. Through academic research and on-site investigations, comprehensive cultural heritage information and data are obtained, providing a solid foundation for formulating protection measures and providing strong data and government support for future research.

2) By deeply exploring the connotation and characteristics of Qingcheng Mountain cultural landscape, the academic community can reveal its values, aesthetic characteristics and social functions, further enhance the understanding of the important impact of Qingcheng Mountain tourism on human life and social structure, so that tourists can obtain corresponding resources from the natural landscape and cultural landscape, and help the academic community to conduct a comprehensive and systematic analysis of Qingcheng Mountain cultural landscape tourism.

3) International comparative research can be conducted to explore the similarities and differences in cultural landscape tourism around the world, as different countries and regions have their own unique characteristics and development trends in landscape tourism culture. Through comparative research, we can gain a deeper understanding of the global and diverse nature of this field.

4) Reasonably utilizing other forces to combine the development of local characteristic industrial heritage, preferably local characteristic enterprises, can strengthen the economic development of local industries. Whether combined with local tourism economy or other local specialties, the ultimate goal is to increase the popularity of tourist destinations.

5) Increase environmental awareness, strengthen garbage classification and recycling, and improve the level of environmental protection. Strengthen the management and services of scenic spots, such as increasing parking lots and improving tour guide services, to increase tourist satisfaction. Through scientific planning and construction, control the scale of tourism, protect the ecological environment and cultural heritage. Carry out the development and promotion of Qingcheng Mountain cultural tourism products, increase tourists' cultural experience and knowledge, and enhance tourists' sense of participation and satisfaction. Strengthen cooperation with surrounding scenic spots and tourism enterprises, jointly develop and promote tourism routes and products, and form tourism linkage and complementary effects.

6) Maintain the strategic policy of sustainable development, From the perspective of ecological protection, ensure that the natural ecosystem of Qingcheng Mountain is protected and maintained, which may require taking measures according to the actual situation to limit tourist activities and prevent land erosion and pollution.

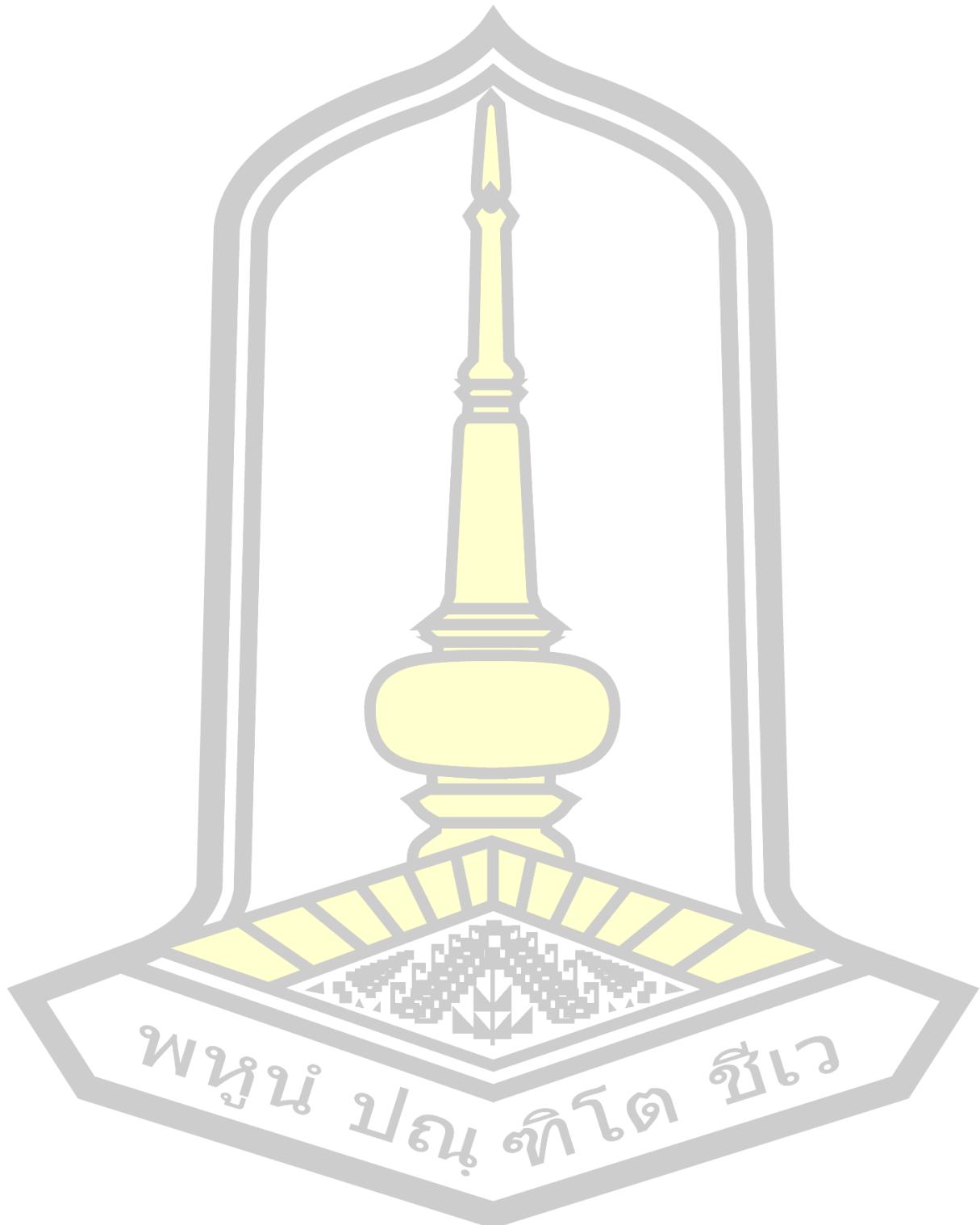
At the same time, effective tourist management measures should be implemented, including limiting the number of tourists, guiding their flow, promoting

low peak tourism, etc., to reduce the environmental impact on the scenic area. It is necessary to conduct education and awareness raising, carry out educational activities for tourists and local communities, raise their awareness of sustainable tourism, and encourage sustainable tourism behavior. Encourage local communities to participate in tourism development decisions, ensuring that they share the benefits of tourism and have the opportunity to participate in economic activities. Simultaneously conducting research and monitoring, conducting regular environmental impact assessments and tourist satisfaction studies to adjust management strategies and measures. Formulate relevant government policies and regulations to support the sustainable development goal of Qingcheng Mountain and ensure the balance between tourism and protection goals.

To sum up, the above points can help Qingcheng Mountain achieve sustainable tourism development, protect its natural and cultural resources, and provide tourists and local communities with satisfactory tourism experiences.



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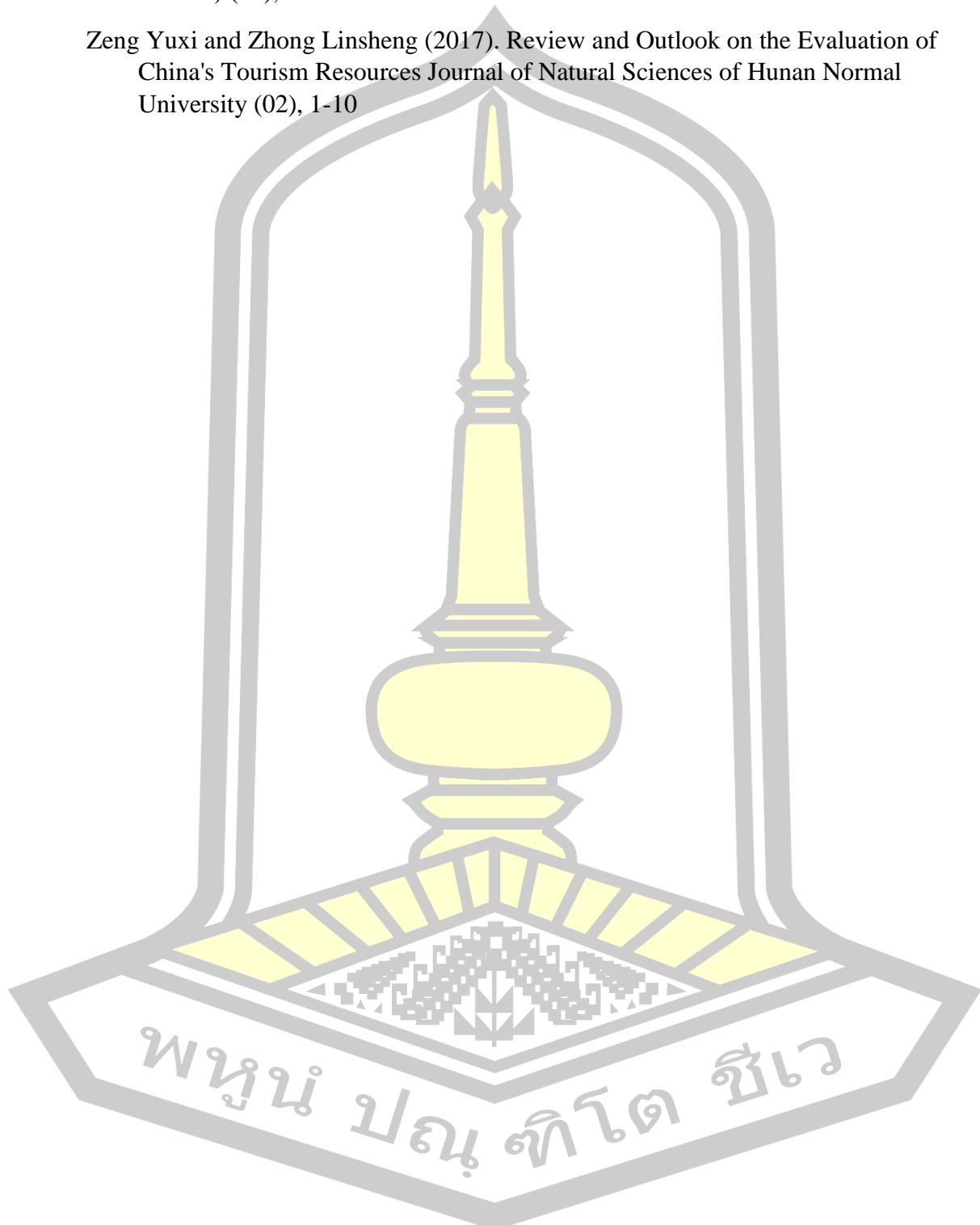
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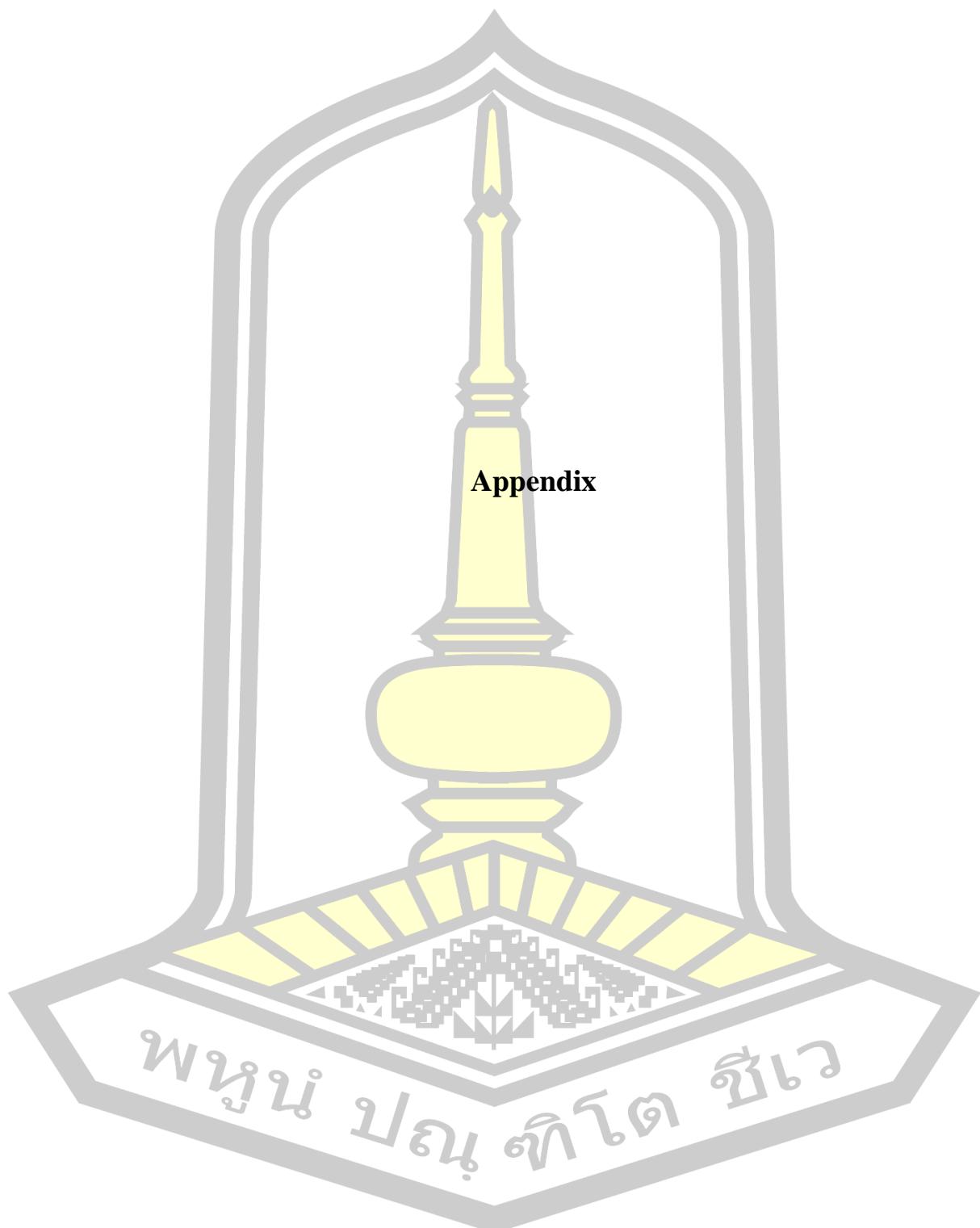
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### Appendix A Data collection structure

objective	collect information	sample			result
		first set	second set	third set	
Research on the Historical Background Development of Qingcheng Mountain in Dujiangya Irrigation Project City, Sichuan Province	interviews literature	√	√	√	Understand the historical and cultural background and development of Qingcheng Mountain
Study on the Present Situation of Landscape Resources Development in Qingcheng Mountain	Interview observation	√	√	√	Understand the category and current situation of landscape resources in Qingcheng Mountain
Research on the Development Path and Feasibility Scheme of Qingcheng Mountain Landscape Resources	Interview discussion	√	√	√	On the Path and Scheme of Landscape Resources Development in Qingcheng Mountain



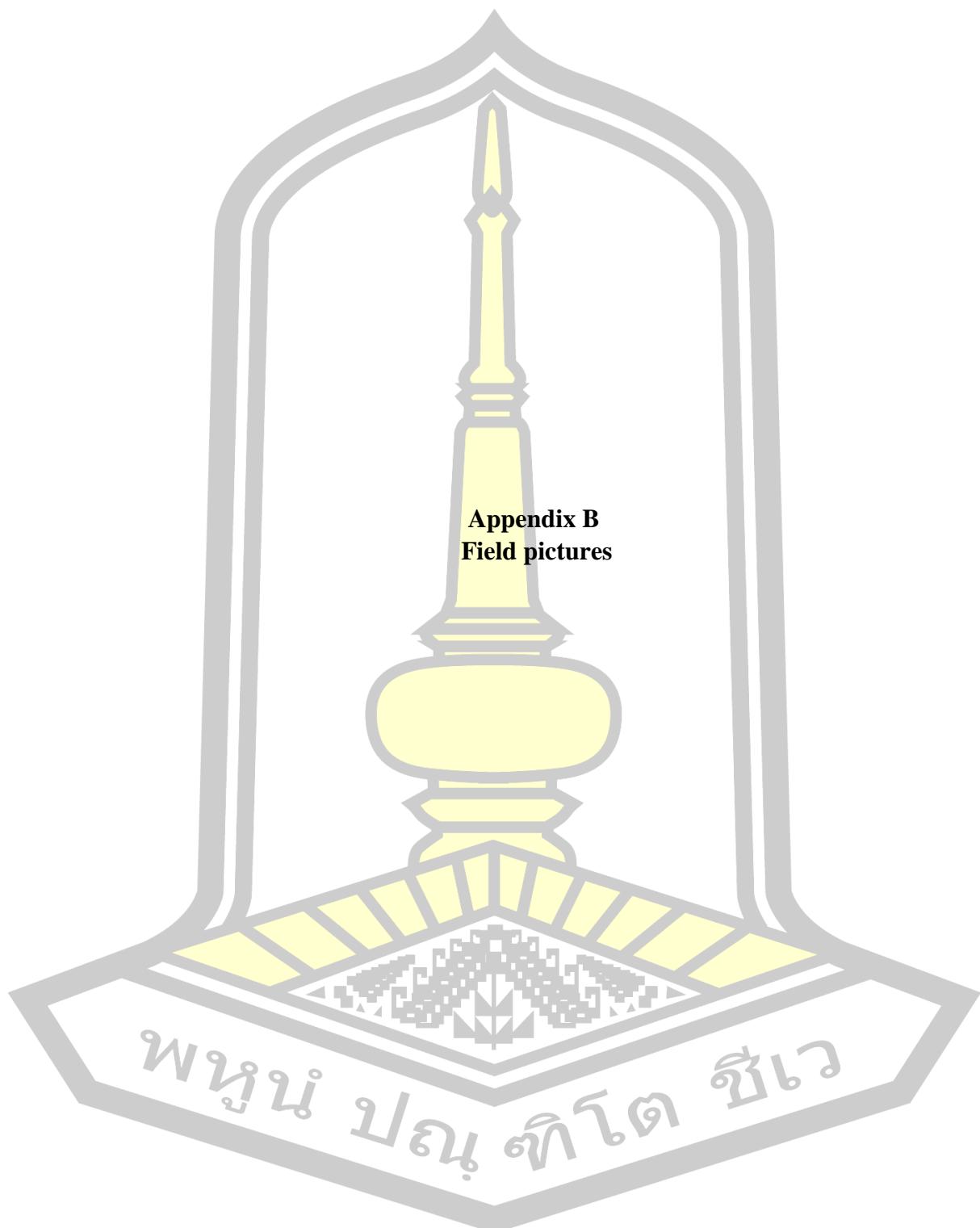




Figure 41 Entrance of Qingcheng Mountain  
Source: Yi Chen (On 11th February 2023)



Figure 42 West Sichuan First Mountain Plaque  
Source: Yi Chen (On 11th February 2023)



Figure 43 Qingcheng Mountain is the youngest tourist on that day  
**Source:** Yi chen (On 11th February 2023)

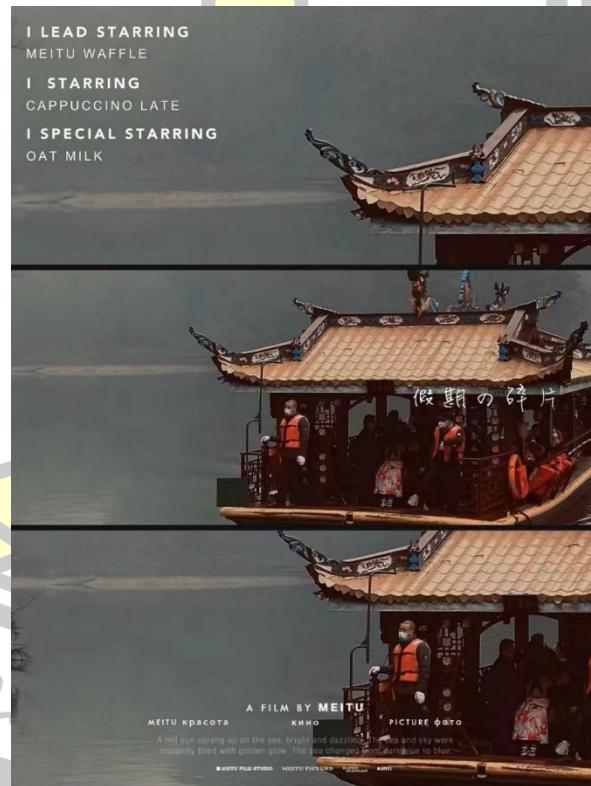


Figure 44 The shuttle bus to Yuecheng Lake  
**Source:** Yi chen (On 11th February 2023)



Figure 45 Praying Ribbon

Source: Yi chen (On 11th February 2023)



Figure 46 Meditation Hall

Source: Yi chen (On 11th February 2023)

ພណ្ឌនំ បណ្ឌិត ខេវ



Figure 47 Prayer Hall  
Source: Yi chen (On 11th February 2023)



Figure 48 Angel Wishing Pool  
Source: Yi chen (On 11th February 2023)



Figure 49 Dujiangyan Irrigation Project Architecture: Xuanhua Gate  
Source: Yi chen (On 30th January 2023)



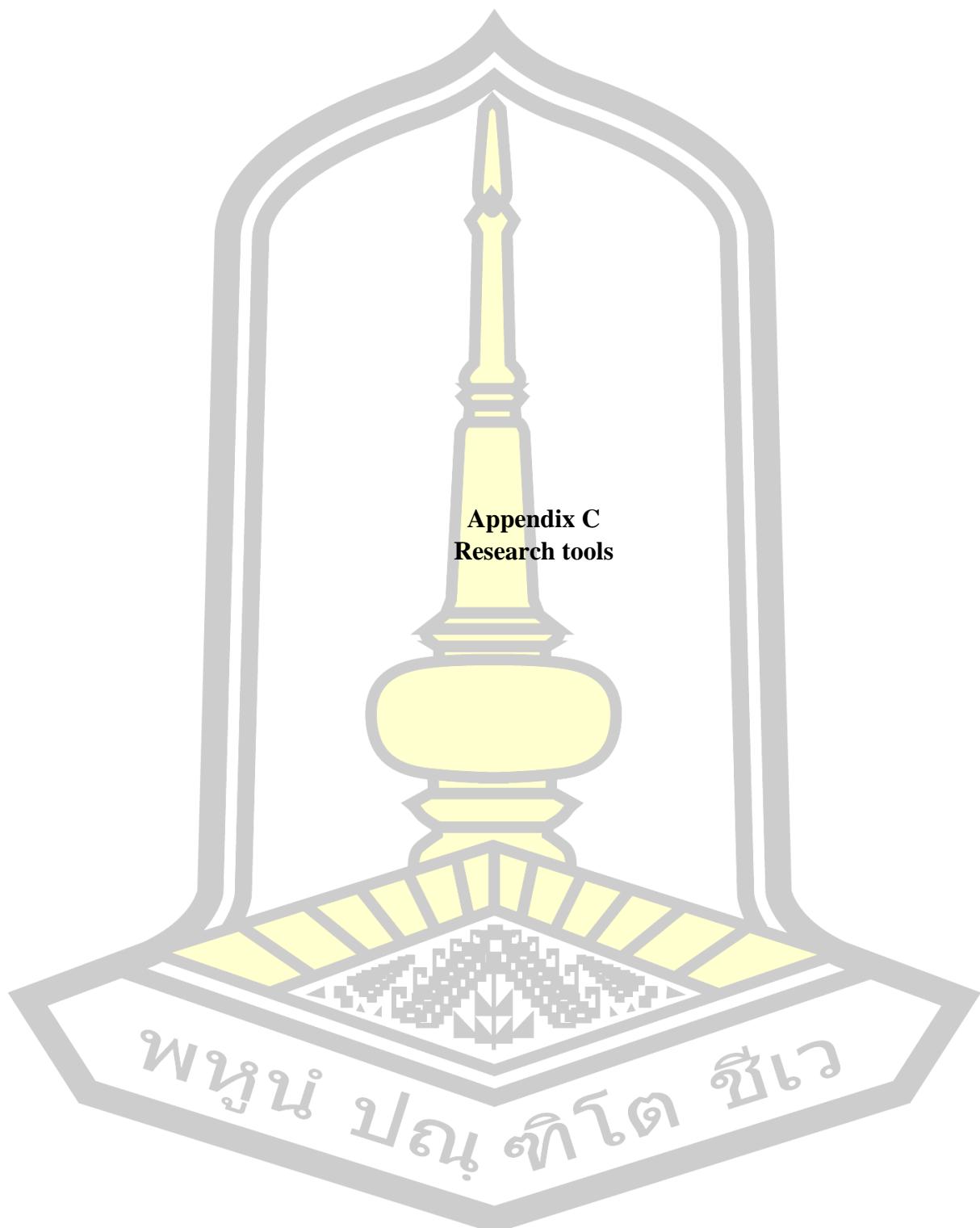
Figure 50 Dujiangyan Irrigation Project Panda Valley: giant pandas  
Source: Yi chen (On 30th January 2023)



Figure 51 Dujiangyan Irrigation Project Yangtianwo Square: the largest panda  
Source: Yi Chen (On 30th January 2023)



Figure 52 Dujiangyan Irrigation Project Rongchuang City Performance  
Source: Yi chen (On 30th January 2023)



### First set of research tools

This set of research tools is intended for key informants

#### PART 1 Basic Information

Date of interview: \_\_\_ Year \_\_\_ month \_\_\_ day

Place

interviewer

##### 1.1 Respondent Information

Name \_\_\_ age \_\_\_ gender \_\_\_

Profession \_\_\_ work place \_\_\_

#### PART 2 Historical Development Information of Qingcheng Mountain Scenic Spot in Dujiangyan Irrigation Project City, Sichuan Province

1. What is the tourism status of Qingcheng Mountain Scenic Spot in Dujiangyan Irrigation Project City in the past five years? What is the main reason?
2. What is the biggest difference between Qingcheng Mountain Scenic Spot and other similar scenic spots in Sichuan Province? What are the advantages of Qingcheng Mountain Scenic Area?

#### PART 3 On the Development Path and Feasibility Plan of Qingcheng Mountain Cultural Landscape

1. What are the measures for the sustainable development of Qingcheng Mountain cultural landscape?
2. What aspects can we think about the specific development path of Qingcheng Mountain Scenic Area?
3. What changes will Qingcheng Mountain cultural landscape face after development?

### Second set of research tools

gender \_\_\_\_ age \_\_\_\_ date

address

#### PART 1 The Characteristics and Value of Qingcheng Mountain Cultural Landscape

1. What are the characteristics of Qingcheng Mountain's cultural landscape?

2. What are the current problems in the development of Qingcheng Mountain cultural landscape?

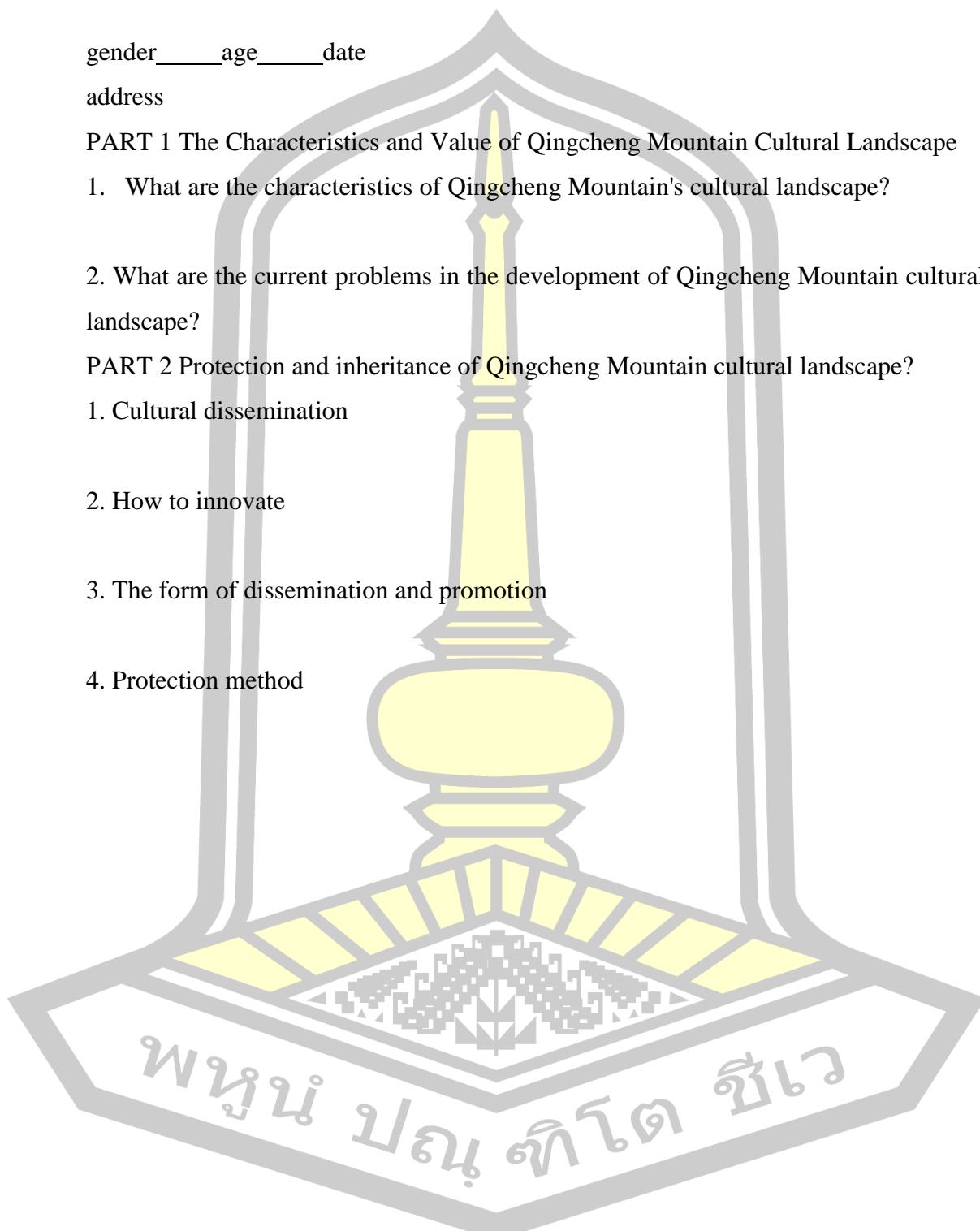
#### PART 2 Protection and inheritance of Qingcheng Mountain cultural landscape?

1. Cultural dissemination

2. How to innovate

3. The form of dissemination and promotion

4. Protection method



### Third set of research tools

What is your age, gender, and origin?

- 1) Do you usually enjoy traveling?
  - Often  Occasionally  Almost never
- 2) What are the main factors you consider when traveling?
  - Distance  Time  Attraction
- 3) What type of tourism do you usually prefer to choose?
  - Cultural/Historical Tourism  Urban Scenery  Beach Vacation  Other
- 4) Have you ever been to Qingcheng Mountain?
  - Been there  Planned to go  Not planned to go  Other
- 5) In front of Qingcheng Mountain, you can enjoy Taoist culture, while in the back, you can see the scenery. What attracts you to Qingcheng Mountain?
  - Taoist culture  Natural scenery  Other
- 6) Who do you want to go to Qingcheng Mountain with most?
  - Parents  Couples  Friends  Alone
- 7) Do you know the legend of Qingcheng Mountain?
  - Yes  I don't know
- 8) What do you think Qingcheng Mountain Scenic Area needs to be improved?
  - Taoist temple renovation  Increase Taoist activities  Commercial management  Other
- 9) What are your views and practices on sustainable tourism and environmentally friendly travel?
- 10) Do you have any other suggestions or opinions on tourism?

Thank you for your participation! Your feedback is very important to us. If you have any other questions or need further assistance, please feel free to let us know.

### Fourth set of research tools

#### (participatory observation)

##### 1. Observation activities:

Feel the local folk culture of Qingcheng Mountain (Sichuan Opera Face changing, Errenzhuan, Temple Fair...)

Taste local food (Qingcheng Mountain tofu pudding, Qingcheng Mountain grilled fish, bacon...)

Experience Qingcheng Mountain mountaineering activities and enter Qingcheng Mountain Scenic Area

Walk into Dujiangyan Irrigation Project Water Conservancy Project, visit water conservancy projects, learn about history and feel the charm of ancient civilization.

##### 2. Observation date and location

January and February 2023

Commercial Street, Yangtianwo Square, Xuanhuamen, South Bridge in Dujiangyan Irrigation Project City, Sichuan Province; In Qingcheng Mountain Scenic Area, Dujiangyan Irrigation Project, Sichuan

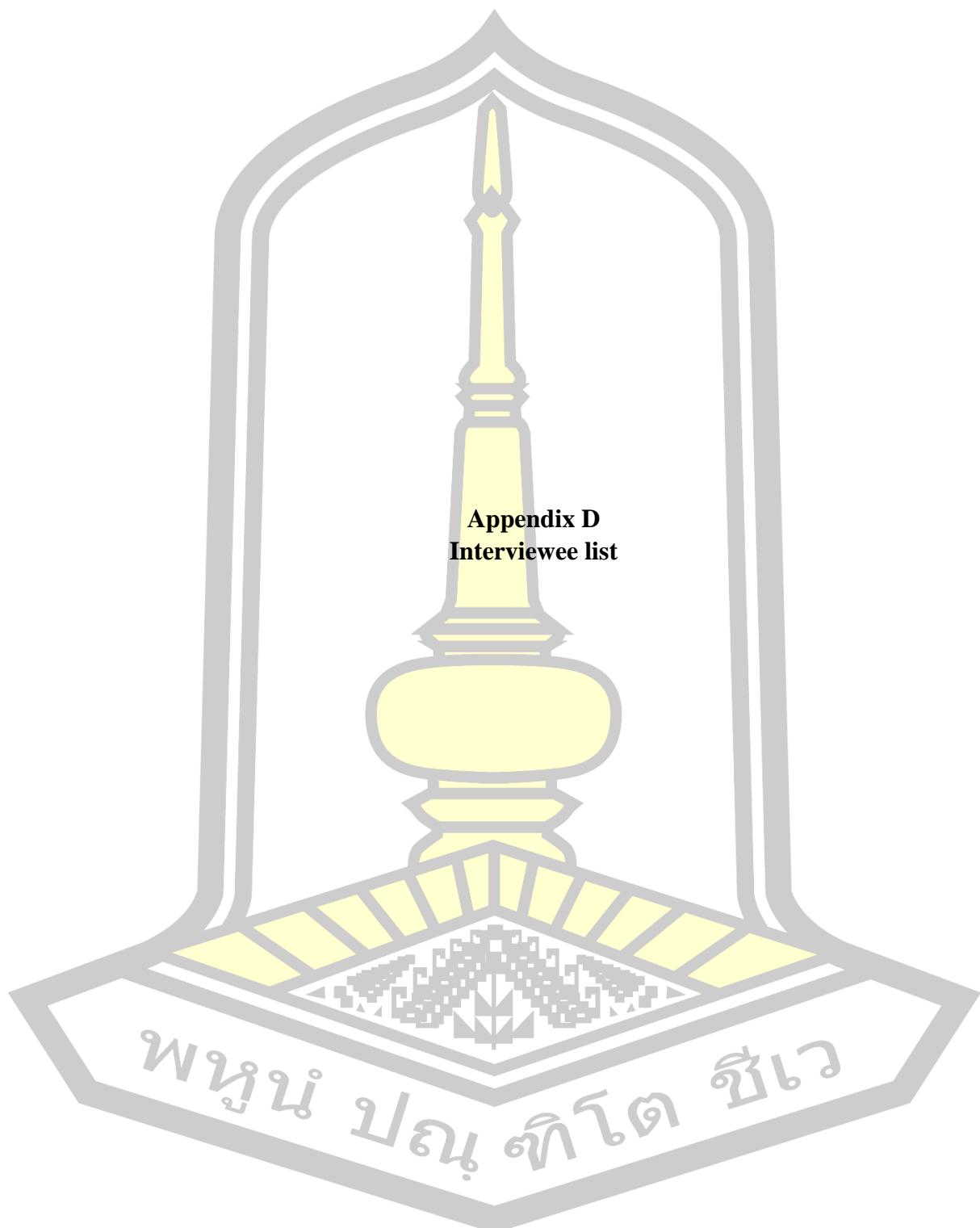
##### 3. Observers

Chen Yi

##### 4. Observation activities (photography, interviews)

Before participating in observation activities, prepare corresponding copywriting and interview questions regarding the location of key informants. Visit the interviewees in hotels, offices, ticket windows, and on foot, and personally experience the mountaineering activities. Use your phone to record respondent information and pictures.

##### 5. Others



### Interviewee list

Zhang Xin.interviewee. Chen Yi.interviewer. Dujiangyan Irrigation Project

Qingcheng Mountain Scenic Area Office . February 10, 2023

Zhang Bo.interviewee. Chen Yi.interviewer. Ticket window in front of Qingcheng Mountain, Dujiangyan Irrigation Project City, Sichuan Province . February 10, 2023

Hu Xiuli.interviewee. Chen Yi.interviewer. Qingcheng Mountain Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province. February 11, 2023

Li Changqing.interviewee. Chen Yi.interviewer. Vendors of Qingcheng Mountain Qianshan Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province. February 12, 2023

Chen Guanghua.interviewee. Chen Yi.interviewer. Qingcheng Mountain Front Scenic Spot, Dujiangyan Irrigation Project City, Sichuan Province. February 12, 2023

Zheng Xiong.interviewee. Chen Yi.interviewer. Yangtianwo Square, Dujiangyan Irrigation Project City, Sichuan Province. January 30, 2023

Yang Lu.interviewee. Chen Yi.interviewer. Head of Nanqiao Bridge, Dujiangyan Irrigation Project City, Sichuan Province. January 30, 2023

Zhou Qi.interviewee. Chen Yi.interviewer. No. 33, Qixiu Road, Qingcheng Mountain, Dujiangyan Irrigation Project, Sichuan. January 30, 2023

Lv Hu.interviewee. Chen Yi.interviewer. In Qingcheng Mountain, Dujiangyan Irrigation Project, Sichuan. January 30, 2023

Wang Juan.interviewee. Chen Yi.interviewer. Qingcheng Mountain Panda Valley, Dujiangyan Irrigation Project City, Sichuan Province. January 30, 2023

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