

Research and Development Strategies for the Filial Piety Culture Industry-Academia- Research Collaboration Base: A Case Study of Cultural Tourism Industry Development in Xiaquan

Dong Hansong

Sichuan College of Architectural Technology, Deyang 61800, China

Abstract: Relying on its rich cultural heritage of filial piety and virtue, natural historical resources, and the geographical advantage of being adjacent to Sanxingdui, Xiaquan Town has the potential to become a joint tourism and educational destination between Chengdu and Deyang. The Chengyu Twin City Economic Circle and the integration strategy of Chengdu, Deyang, Meishan, and Ziyang provide policy and regional collaboration opportunities, but resource fragmentation, lagging infrastructure, and insufficient market recognition constrain development. Research indicates that through systematic planning (such as specialized cultural and tourism policies), product innovation ("filial piety+intangible cultural heritage+agrarian" diversified courses), and optimized cooperation mechanisms (government-school-enterprise-community collaboration), Xiaquan can transform from a "cultural resource hub" into a "highland for educational research." The synergy between "exploring ancient Shu culture + practicing filial piety" with Sanxingdui has already validated the feasibility of shared visitor flow and brand complementarity. In the future, it is necessary to deepen resource integration, upgrade infrastructure, and enhance brand marketing to create a benchmark for the integration of "culture + education + tourism," providing replicable experiences for town-level educational research.

Keywords: Filial piety culture; Tourism study; Regional coordination

1 Introduction

1.1 Research Background

Sichuan Province's "Plan for Building a World-Class Tourism Destination (2023-2035)" proposes to empower tourism with culture and create an international cultural and tourism brand, which has stimulated the rapid release of demand and timely response from the supply side of educational travel. Under this framework, the Chengdu-Deyang-Meishan-Ziyang integration strategy promotes regional coordinated development. Xiaquan Town, as the birthplace of De-Xiao culture, leverages its thousand-year-old De-Xiao resources and its geographical advantage adjacent to Sanxingdui (35 kilometers away) to be integrated into the Chengdu-Deyang co-built cultural and tourism system, becoming a pilot area for the integration of "culture + tourism + education." Currently, the domestic educational travel market has surpassed 100 billion yuan, and towns have become new carriers thanks to their natural ecology and intangible cultural heritage resources. However, most related research focuses on cities, and there is an urgent need to break through in town-level educational travel planning.

1.2 Problem Proposal

The development of filial piety and virtue culture in Xiaquan still focuses mainly on tourism, with cultural festivals and other activities being monotonous, lacking in-depth experience and educational transformation; there is insufficient support in terms of research bases and curriculum systems. In the joint efforts to build virtue, Xiaquan needs to avoid homogenized competition with Sanxingdui, but its current positioning is vague, often seen as just a "transit point" for Sanxingdui, and the virtue and filial piety cultural IP has not formed a

unique appeal. There is a lack of theoretical guidance for town-based research, and there is no case study on the Xiaquan model, with unclear paths for policy implementation, urgently requiring empirical strategies to support it.

1.3 Research Objectives

This study combines resource endowments and policy opportunities to verify the potential of Xiaquan as a destination for Chengdu-Dezhou co-construction educational tours. It aims to identify shortcomings in Xiaquan's tourism resources, infrastructure, and market. By integrating a three-pronged strategy of "cultural empowerment (Moral Filial Piety IP), educational tour-driven development (product innovation), and regional collaboration (Sanxingdui linkage)," it will provide replicable experiences for the integration of cultural and tourism development in the Chengdu-Dezhou region and the transformation of rural educational tours.

2 Literature review

2.1 Research Status of Domestic and Foreign Tourism Research

Foreign research emphasizes the broad scope of educational activities and innovation. For example, the U.S. National Park Service has developed nature education programs for all age groups (Smith & Jones, 2019), Europe revitalizes cultural heritage through "immersive learning" (Brown, 2020), and Japan's "study tours" focus on cultivating interdisciplinary skills (Yamamoto, 2021). The core principles are inclusivity, innovation, and sustainability.

Domestic Research: Focusing on the safety and educational needs of student groups. After 2013, research has centered around the

"school-led" model driven by policy, such as scholars proposing the educational value of study tours and their implementation methods, while others have focused on evaluating the educational value of study tours. In the CNKI database over the past five years, there are only 27 articles on "township study tours," most of which are conceptual explorations, lacking in-depth analysis of development models and benefit distribution.

2.2 Research gap in Xiaquan Town

The integration of cultural resources and research is missing: most of the existing literature focuses on the characteristics of Xiaquan architecture, but does not systematically study how to transform the ethics of virtue and filial piety, intangible cultural resources into educational practices (such as family tradition inheritance courses).

Insufficient research on regional coordination mechanism: Under the joint construction of Chengde, the linkage potential between Xiaquan and Sanxingdui is significant, but academic research ignores its differentiated positioning, and the policy implementation path and capital allocation lack empirical support.

The disconnection between theory and practice: the effect of activities such as the Culture of Filial Piety Festival has not been quantified, and data such as tourist satisfaction and cultural communication are missing, which restricts the extraction of experience and theoretical modeling.

3. Analysis of the current situation of tourism and research resources in Xiaquan

3.1 Natural and Cultural Resources Base

3.1.1 Core Scenic Spots and Historical Relics Of filial Piety Culture

As an important birthplace of Chinese culture of virtue and filial piety, Zaoquan Town has profound cultural accumulation and rich material carriers. The core cultural resources include:

China De Xiang City: covering an area of about 200 mu, it is themed on the culture of virtue and filial piety. It integrates historical relics such as Jiang Xiao Temple, Yongquan Yu Li Site and Sanxiao Garden, and systematically presents the story of "Jiang Shi's filial piety" in the "Twenty-four Filial Piety" through scene restoration and cultural performance.

Ancient buildings and folk landscapes: Xiaquan Town retains the residential architectural style of western Sichuan in the Ming and Qing dynasties, such as Yanzuo Temple and Longhu Sarira Pagoda, which have both historical and aesthetic value. In addition, traditional temple fairs and folk activities such as Xiaquan "Shangjiu Meeting" provide vivid cultural experience scenes for study and research.

Intangible cultural heritage: Xiangquan sesame cake making skills, paper cutting on the theme of filial piety and other intangible cultural heritage projects have been included in the list of intangible cultural heritage of Sichuan Province, and become an important practical content of study activities.

3.1.2 Location Linkage Advantages with Sanxingdui (35 km Radiation Circle)

Xiaquan Town and Sanxingdui Site are located in the northwest of Chengdu Plain, with a straight-line distance of only 35 kilometers and a driving distance of about 40 minutes. The geographical proximity provides natural conditions for the coordinated development of culture and tourism between the two places. The

specific advantages are reflected in the following aspects:

Passenger Flow Sharing and Complementary Positioning: As a world-class archaeological site, Sanxingdui receives over 2 million visitors annually (data from 2023). However, its core appeal focuses on exploring the ancient Shu civilization, with visitors staying for relatively short periods (averaging about 3 hours). Xiaquan Town, centered around the culture of filial piety and virtue, can leverage its differentiated positioning to attract overflow traffic from Sanxingdui, offering a one-day tour product that combines "exploring Sanxingdui in the morning and experiencing the culture of filial piety and virtue in the afternoon," extending visitors' stay to 6-8 hours.

Cultural Resource Complementarity: Sanxingdui primarily focuses on material cultural heritage such as bronze artifacts and sacrificial culture, while Xiaquan Town concentrates on spiritual cultural resources like moral ethics and folk intangible cultural heritage. These two aspects represent the "mystery" of ancient Shu civilization and the "ethics" of Chinese traditional culture, respectively, forming a complementary pattern of "material and spiritual," "historical and contemporary."

Market Potential and Economic Benefits: According to data from the Deyang Culture and Tourism Bureau, about 12% of Sanxingdui visitors in 2023 chose to extend their visit to Xiaquan Town, with an average expenditure of approximately 200 yuan (including admission fees, dining, and educational experiences), directly boosting Xiaquan's tourism revenue by 18 million yuan. It is expected that with the opening of the Chengdu-Deyang S11 Metro Line in 2027, the combined tourist volume between the two areas could exceed 500,000 visits per year.

3.2 Evaluation of Existing Study Activities

3.2.1 The Effectiveness and Deficiency of Chinese De-xiao Culture Tourism Festival

Since 2000, Xiaquan Town has consecutively hosted four De Filial Piety Cultural Tourism Festivals, attracting over 800,000 visitors in total. The event, through sections such as "Filial Son Selection" "Family Style Forum" and "Intangible Cultural Heritage Performances" has initially established the brand image of a "Land of Virtuous Filial Piety". During the fourth tourism festival in 2023, educational tour groups accounted for 35%, an increase of 12 percentage points compared to previous years. However, there are still some shortcomings: lack of interactive educational programs (such as scenario play participation and ethical reasoning workshops); ineffective integration with school curricula; and less than 20% of participants being young people.

3.2.2 Operation Status of Regular Research Projects

The "Little Filial Piety Culture Messenger" public welfare study tour targets primary and secondary school students, offering filial piety etiquette training and community volunteer services, with an annual reception of about 5,000 participants. However, the course content has a high repetition rate and lacks progressive design. In collaboration with Sichuan College of Architecture and Technology, they have established a "Virtue and Filial Piety Culture Study Base" and developed courses integrating architectural heritage protection with ethical culture. However, the school-enterprise cooperation mechanism is loose, and funding investment is insufficient.

3.3 Current Situation of Education Support System

Xiaquan Town's primary and secondary schools have

incorporated filial piety culture into their moral education curriculum and compiled the "Xiaquan Filial Piety Story Reader." However, due to a lack of off-campus practice bases, the teaching outcomes remain at the theoretical level. Local elders are hired as "filial piety culture lecturers" to regularly conduct family values seminars, but the training system is incomplete, and the mentors' professionalism varies widely.

4. Challenges to the development of Xiaquan tourism study destination

4.1 Fragmentation of Cultural Resources and Lagging Development

4.1.1 The Dispersion of Cultural Resources and the Lack of Coordination

Although Zaoquan Town has diversified resources such as culture of virtue and filial piety, historical relics and intangible cultural heritage skills, the development of resources shows the fragmented characteristics of "multiple blossoms and lack of main line". For example:

Isolated attractions: Core attractions such as De Xiaocheng, Jiang Xiaoxi, and Yongquan Yuqili Site in China are managed by different entities (such as the Bureau of Culture and Tourism, communities, and private enterprises), lacking a unified planning and linkage mechanism, which leads to fragmented tourist routes and makes it difficult to form a complete cultural experience chain.

Theme dispersion: Activities such as the Culture of Virtue and Filial Piety Festival, intangible cultural heritage workshops, and folk temple fairs operate independently without forming a synergistic effect under the theme of "virtue and filial piety +". For example, the experience of making sesame cakes and the explanation of virtue and filial piety stories belong to different venues, and the content integration cannot be achieved through curriculum design.

4.1.2 Bottlenecks in Systematic Development

Planning gap: Xiaquan Town has not yet formulated a special plan for regional tourism or study, and resource development relies on short-term projects (such as festivals), lacking long-term strategic support.

Conflict of interest distribution: There is a problem of unclear rights and responsibilities among local governments, enterprises and communities in resource development. For example, intangible cultural heritage inheritors refuse to cooperate with third-party institutions due to unfair income distribution, which leads to the impasse of innovation in study products.

Inadequate cultural transformation ability: The ethical value of filial piety culture has not been effectively transformed into educational products. Most of the existing study activities remain at the level of "visiting + explaining", lacking interactive and practical design (such as family scenic drama, ethical thinking workshop).

4.2 Reception capacity and digital services lag behind

4.2.1 Insufficient Tourism Reception Capacity

Xiaquan Town currently has only 800 beds in homestays and hotels, with occupancy rates exceeding 120% during peak seasons (such as the De-Xiao Cultural Festival), highlighting a significant supply shortage. Dining facilities are primarily family-run restaurants, lacking standardized services to meet the needs of group tourists.

Although direct tourist buses have been established between Chengdu and Deyang, public transportation coverage within Xiaquan Town is low, and shuttle bus services to scenic spots are sparse (only 4 per day on average). Self-driving tourists face parking shortages (with only 3 parking lots in the town, with a capacity of 200 vehicles).

4.2.2 Lack of Digital Services

Digital experience projects such as virtual tour and AR cultural display in Xiaquan Scenic Area have not yet been implemented. Data such as visitor profiles and consumption behaviors have not been incorporated into management decisions. For example, key information such as study tour team preferences and length of stay have not been analyzed, resulting in a lack of basis for product iteration.

4.2.3 Impact of Infrastructure Weaknesses

According to the 2023 survey by Deyang City Culture and Tourism Bureau, in the satisfaction score of Xiaquan tourists, "infrastructure" only scored 72 points (out of 100), lower than the average level of tourism in towns and villages in Sichuan Province (85 points). The lack of reception capacity directly restricts the growth of passenger flow and the release of consumption potential.

4.3 Weak Brand Marketing and Single Customer Group

4.3.1 Ambiguous Brand Positioning and Narrow Marketing Channels

Xiaquan frequently changes its promotional slogans (such as "Hometown of Virtue and Filial Piety," "Ancient Town Xiaquan," "Study Tour Base"), failing to establish a clear positioning, leading to consumer confusion. It relies heavily on traditional media (such as local TV stations and newspapers) and offline promotional events, with weak operations in new media platforms (TikTok, Xiaohongshu, Ctrip). The culture of virtue and filial piety has not generated any iconic IPs, lacking cultural symbols that attract young people.

4.3.2 Single Customer Group Structure

According to the data in 2023, local (Deyang city and its surrounding areas) tourists accounted for 78% of the tourists in Xiaquan, while tourists from outside the province and abroad accounted for less than 5%. Over-reliance on the local market led to a significant consumption ceiling (per capita consumption was only 150 yuan, lower than the provincial average of 200 yuan).

4.3.3 Survival Pressure Under Competitive Environment

In the Chengdu-Meishan-Ziyang integration area, mature scenic spots such as Sanxingdui, Dujiangyan, and the Three Su Shrines in Meishan have significant diversion effects. Xiaquan, due to its weak brand power, is often listed as an "add-on attraction" in cross-regional tourism routes, with visitors staying for short periods (averaging 2 hours), making it difficult to transform from a "transit point" to a "destination."

5 Development strategies and suggestions

5.1 Top-Level Design Optimization

It is recommended to formulate the "Five-Year Plan for the Construction of Filial Piety and Virtue Study Tour Destination," clearly defining the positioning as the "Core Area of Virtue and Filial Piety Culture Study Tours." This plan should be incorporated into the "Sichuan Province's Plan for Building a World-Class

Tourism Destination" and the Chengdu-Deyang co-construction framework. Collaborate with Sanxingdui to establish a "Dual IP" linkage mechanism, launching cross-day study tour routes that combine "Exploring Ancient Shu Civilization + Filial Piety Practice." Implement a joint ticket system (Sanxingdui admission includes basic course experience at Filial Piety Spring). Referring to national standards for study tour bases, develop the "Filial Piety Spring Study Tour Service Standards" to regulate course design, safety standards, and teacher certification.

5.2 Resource Integration and Product Innovation

Design courses such as "Filial Piety Ritual Experience" and "Family Tradition Story Creation," collaborating with schools to develop moral education materials. Work with heritage bearers to offer courses like sesame seed cake making and paper cutting, integrating intangible cultural heritage with filial piety culture. Utilize farmland resources for "Rice Farming Experience" and "Eco-Labor," incorporating nature education. Launch the "Little Filial Piety Treasure" cartoon IP, designing blind boxes and study travel diaries as cultural and creative products to enhance brand recognition.

5.3 Infrastructure Improvement

A dedicated bus service runs every hour between "Sanxingdui" and "Xiaquan," with additional electric vehicle pick-up points at the scenic area. Social capital has been introduced to build a "study camp," adding 500 beds and equipped with multi-functional classrooms. The "Xiaquan Study" mini-program has been developed, integrating functions for booking, navigation, and achievement certification, leveraging big data to optimize product offerings.

5.4 Construction of Cooperation Mechanism

Establish the "Xiaoquan Study Development Alliance," where

the government coordinates resources, enterprises operate, schools design courses, and communities participate in explanations, forming a closed-loop management system. Collaborate with universities to offer "Study Mentor Orientation Classes" and set up "Intangible Cultural Heritage Inheritor Studios," providing financial and dissemination support. Implement the "Community Shareholding Dividend" model, channeling part of the income back to residents, and incentivizing participation from homestays, catering services, and other sectors.

6. Summary

Xiaquan Town, leveraging its rich cultural heritage of filial piety and virtue, natural historical resources, and its geographical advantage adjacent to Sanxingdui, has the potential to become a joint tourism and educational destination for Chengdu and Dezhou. The Chengyu Twin City Economic Circle and the integration strategy of Chengdu, Dezhou, Meizhou, and Ziyang offer policy and regional synergy opportunities, but resource fragmentation, lagging infrastructure, and insufficient market recognition constrain development. Research indicates that through systematic planning (such as specialized cultural and tourism policies), product innovation ("filial piety + intangible cultural heritage+ agrarian" diverse courses), and optimized cooperation mechanisms (government-school-enterprise-community collaboration), Xiaquan can transform from a "cultural resource hub" to a "research and education highland." The synergy between Xiaquan and Sanxingdui, focusing on "exploring ancient Shu + practicing filial piety," has already validated the feasibility of shared visitor flow and brand complementarity, providing a practical example for joint development between Chengdu and Dezhou.

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