

Study on the Integration and Development of Chinese Filial Piety Culture and Life Preserving Industry in Panzhihua

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Abstract—Although there are many studies based on filial piety culture, the in-depth study and analysis of the combination of filial piety culture and Kang Yang industry are almost blank. In order to find the practical ways to integrate Chinese Filial Piety Culture into Life Preserving Industry in Panzhihua, the author, based on the literature review, has conducted in-depth investigation, and analyzed the development direction and inevitable choice of the old-age model from the perspective of modern filial culture, and proposed that we should seize the opportunity to integrate the filial piety culture into the planning and development of the Kangyang industry in Panzhihua, and pointed out specific integration paths and countermeasures, including creating a filial piety city, building a happy place for Kangyang, and refining the filial piety culture projects, developing filial products, creating a famous brand of sound mind and body, cultivating a health resort, building a “home”-style health care service, using the Internet and modern technology to create a smart and healthy city, among which the last two measures, namely, the “building a “home”-style health care service and using the Internet and modern technology to create a smart and healthy city” are quite constructive and original.

Keywords—Chinese filial piety culture; Kangyang industry; Panzhihua; integrated development; research

I. INTRODUCTION

Filial piety culture is the jewel of Chinese culture and one of the most widely recognized values of the Chinese nation. The Chinese filial piety culture is an excellent traditional culture in which the Chinese nation reflects the respect, care, help and support of the elderly by individuals, families and society. China has entered and will be in an aging society for a long time. In the face of the wave of gray hair, the issue of old-age care has received more and more attention from society. The growing aging of China's population and the contradiction of the development of the old-age industry will become more and more prominent. Panzhihua City relies on the “six degrees” endowment suitable for humans to recuperate, such as altitude, temperature, humidity, cleanliness, superiority, and harmony. It is the first to propose the concept of “well-being”, vigorously develop the “Kangyang plus” industry, and solve the bottleneck constraints of Panzhihua's current development. Old-age tourism, health care, and old-age care are just beginning

markets. Under the wave of supply-side reform, vigorously developing the pension industry with the characteristics of “filial piety” is in line with the requirements of national industrial development and the actual social and economic development of Panzhihua. The Kangyang industry connects the economy and people's livelihood. There is no limit to future development. It is a veritable sunrise industry.

II. THE NECESSITY OF THE INTEGRATION AND DEVELOPMENT OF CHINESE FILIAL PIETY CULTURE AND PANZHIHUA KANGYANG INDUSTRY

A. The Necessity of the Study

Although there are many studies based on filial piety culture, the in-depth study and analysis of the combination of filial piety culture and Kang Yang industry are almost blank. After consulting the relevant literature, the research related to filial piety culture in China has the following focuses:

1) Focusing on the combination of traditional filial piety culture and specific cases

For example, Xu Yue[5] proposed to portray filial cultural resources (taking Chongyang Town filial culture tourism as an example), which is the basis for the development of filial culture tourism; in Chang Hongsheng's[1] research on “Dong Yong Resources”, the development was discussed. “Dong Yong Resources” is conducive to promoting local economic development and building a harmonious society. The idea of “materializing Dong Yong resources and developing filial cultural tourism” was put forward; Taiwan scholars Zhan Jiahe and Chen Hongjun proposed the “story marketing” strategy of filial piety culture and studied Taiwanese enterprises to promote the generalization by refining “Mazu filial culture” Industrial development.

2) Focusing on the combination of filial piety culture and urban tourism brands

For example, from the aspects of functional value, brand value and relationship value, Jin Jinsong[6] studies the filial culture tourism branding model. From the perspective of city identification, Hu Jinlin[3] and other scholars have designed the strategic concept of Xiaogan to create a filial cultural city from the aspects of image, concept and management, and

proposed the development of cultural industrialization such as the filial piety industrial park, industry and regional integration, brand promotion and technology promotion. In the few studies on filial piety culture and old-age care, Xiao Tinghua[4] studied the influence of new urbanization construction on the construction of filial piety culture. It is proposed to carry forward the modern filial piety and build a pension system with filial cultural heritage. Fang Dong[2] studied the interactive development of filial piety culture and social endowment security system. When proposing the design of old-age security system, it should make full use of the soft binding force of filial piety culture and the continuous improvement of social pension system and mechanism to promote the development and inheritance of filial piety culture."

Therefore, combining the Chinese filial culture with the development of the Kangyang industry and seeking ways and mechanisms for the integration of the two is a new initiative, filling the gap in the research field and providing theoretical guidance and practical reference for the development of the Kangyang industry.

B. The Necessity of the Study of the Integration of Chinese Filial Culture into Panzhihua Sunshine Kangyang Industry

The integration of Chinese filial culture into Panzhihua Sunshine Kangyang Industry has a unique role. The display and dissemination of filial piety culture is conducive to creating a good social atmosphere of respecting and helping the elderly, enhancing the soft power of the Kangyang industry and attracting more elderly people to Panzhihua City.

The filial piety culture reflects the traditional values and fits the advertising campaign of "respecting parents and taking them to Panzhihua", so that the Chinese filial culture and the flourishing Kangyang industry can integrate and promote each other, adjust the economic structure and promote green growth in line with the new normal conditions. The requirements of the times are conducive to the inheritance and promotion of Chinese filial piety culture and the building of a harmonious society. The integration of Chinese filial piety culture into the Kangyang industry is in line with the State Council's "Promoting the Development of Health Service Industry", meeting the urgent needs of an aging society, creating a group of well-known brands and a virtuous circle of health service industry clusters, and forming a certain international competitiveness. It basically meets the health service needs of the broad masses of the people.

III. WAYS OF THE INTEGRATION AND DEVELOPMENT OF CHINESE FILIAL PIETY CULTURE AND PANZHIHUA KANGYANG INDUSTRY

A. Creating a Filial Piety City, a Happy Place for Kang Yang

1) With filial piety as the spirit of the city, we can carry out filial piety education and demonstrate the values of filial piety

We can guide and influence the public's thoughts and behaviors, prompting the public to respect and recognize filial

piety and form universal values to improve the overall quality of the citizens and promote social harmony.

The curriculum on filial piety culture will be added to help students further develop their understanding by explaining the origin and development of it. Secondly, the school can create a harmonious learning and education atmosphere by carrying out a variety of activities such as filial piety cultural activities, filial piety cultural knowledge contest. Thirdly, to promote the filial piety culture in public places such as the publicity column on campus, remind students to remember filial piety. By recommending the models of filial piety, we will publicize those who are filial to the elderly and those who are friendly to the neighbors. Through such influence, we can build a harmonious community. Combining family education with the education of Chinese culture to create cultural products that can educate, inspire consumers, and can be experienced.

2) Prosperity of filial piety art through creation of works with ethical and moral thoughts as the theme which keeps up with the times will make filial piety deeply rooted in people's hearts.

First, we can develop filial piety culture theme folk art boutique. The historical materials and folklore of the three elder sons of Dong Yong, Huang Xiang and Meng Zong can be organized into texts, relying on folk art (such as shadow, paper-cutting, festivals, etc.), combined with modern sound and light technology, with the combination of classical and modern art.. The second is to build a filial cultural performance center to create dramas, TV dramas or literary works about Dong Yong, Huang Xiang and Meng Zong, which will make the filial arts performing arts center more attractive and influential, and make filial piety deeply rooted into people's hearts.

B. Refining and Creating Filial Piety Projects

1) Constructing a Twenty-four Filial education base, the National Studies Museum, with "filial piety" as the core connotation, focusing on the stories of filial piety, the spirit of inheriting filial piety, and the practice of filial piety.

2) Combining family education with the education of Chinese culture to create cultural products that can educate, inspire consumers, and can be experienced.

3) Playing the Third-line Construction Museum card. The first we can guide the public to visit the Third-line Construction Museum, learn to carry forward the spirit of the third line, recall the selfless dedication of the older generation of Third-line builders, cultivate the respect and love for the older generation of builders, and bring them to life to form a respectful and filial love. Second, we can create youthful reunion events that recall the fierce battlefields of the three-line builders, attracting the older generation of Third-line Construction builders to bring their family and children and grandchildren to the old places for a revisit, bringing waves of Kangyang consumption.

C. Equations Develop Filial Life Preserving Products to Create a Brand of Mind and Body Relaxation and Health Resort

1) Building a senior university, a Zen college, a care center, a wellness center, a nutrition and diet center, a small general hospital, an accessible walkway, intergeneration homes, and a neighborhood community to build a large health-oriented combination of medical and health demonstration zones, rural pension models, residential pension destinations, and full-scale micro-vacation destinations.

2) Building a healthy manufacturing base, implementing preferential policies and optimizing the business environment in terms of enterprise introduction, plant land leasing, bank-enterprise docking, and R&D support and focus on cultivating leading enterprises in bio-pharmaceuticals, traditional Chinese medicine health care, vanadium and titanium health equipment, etc., to attract upstream and downstream enterprises that meet urban industrial planning, especially those related to the industrial park, to invest in the industry.

D. Based on filial piety, building "home"-style health care service organizations

1) The design concept should focus on creating a feeling of "going home" for the elderly so that they can feel the "home warmth". For example, according to the style of general family accommodation, the elderly apartments will be built to ensure the private space; parents and children should establish a sense of intimacy that "crosses time and space" and establish a new parent-child relationship that "is always emotionally together though physically afar".

2) Employees of Kangyang should cultivate filial piety and practice it by really treating the elderly in the old-age care institutions like their own parents. It really makes the elderly feel that the old-age care institutions are as solid and comfortable as their homes.

The combination of modern technology and traditional culture is the trend of future development, and will certainly show great advantages. The integration of modern technologies such as the Internet, artificial intelligence, and smart systems can greatly improve the economic efficiency of the city and enhance the attractiveness and competitiveness of the Kangyang city. Artificial intelligence and intelligent systems can be integrated into infrastructure construction to improve the convenience and intelligence of urban services; high-end medical enterprises can use Internet technology and intelligent management information systems to conduct remote health testing and guidance, develop new online courses, and open online health culture experience, get rid of the constraints of the region. Construction of the Panzhihua Kangyang website development of Kangyang APP, opening Kangyang Wechat interface, marketing of Kangyang products and services through e-commerce network. In the middle and late period of the construction of Kangyang City, the residents of the town can develop Kangyang e-commerce, spread their influence throughout China and even the international market through e-commerce, and build the brand image of vanadium and titanium products, subtropical fruits, winter flowers, and sunshine health.

IV. SUMMARY

The government set up the stage, culture dominates, the company sings, and everyone participates. The school education reflects the characteristics of filial piety education, cultivates the volunteer team of "respecting the elderly" and "filial piety", and demonstrates the "positive energy" example of the society of respecting the elderly and filial piety. The all-round development of the Kangyang industry, tourism, and regional specialty commodity industries and other industries can be promoted. By cultivating well-known brands and commodities rooted in filial piety culture, expanding employment, increasing income to improve the quality of the citizens, unite people's hearts, and publicize Panzhihua City. The popularity of the project will ultimately promote the economic and social development of the city. Carrying forward and inheriting the Chinese filial piety culture will promote the city's civilization construction, and will be widely recognized by the Kangyang people and their families. It will provide a steady stream of customers and old-age consumers for the development of the Panzhihua Kangyang industry, and further, stimulate the prosperity of this industry and help the long-term development of the city's economy.

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