

# Research on Differentiated Development Strategies of Jiao Yulu's Spiritual Teaching Base in Zibo City

Mei Dong \*, Yanting Luo

School of Literature and Journalism, Shandong University of Technology, Zibo255000, China

\* Corresponding author: (Email: 1922280823@qq.com)

**Abstract:** Zibo Jiao Yulu Spiritual Teaching Base can escape from the influence limitations caused by repeated construction and the bottleneck of homogeneous competition through differentiated competition and development paths. In the future, it should build a multi-dimensional three-dimensional communication system based on "originality, locality, and cultural integration" to create unique core competitiveness and become an irreplaceable education and training place in the nationwide promotion of Jiao Yulu's spirit.

**Keywords:** Homogeneity problem, differentiated route, spiritual origin.

## 1. Introduction

On February 7, 1966, "People's Daily" published a long newsletter "A Good Example of County Party Committee Secretary - Jiao Yulu" and at the same time issued an editorial "Learn from Comrade Mao Zedong's Good Student - Comrade Jiao Yulu". From then on, "Jiao Yulu's deeds of leading Henan Lankao cadres and masses to fight against natural disasters inspired the determination of the people across the country to overcome difficulties and work hard, and Jiao Yulu's name has since spread across the country [1]."

In the new era, General Secretary Xi Jinping summarized Jiao Yulu's spirit as five aspects: "be close to and care for the people, working hard, being scientific and realistic, rising to difficulties, and selfless dedication", revealing the connotation and essence of Jiao Yulu's spirit. In 2014, when General Secretary Xi Jinping investigated and guided the Party's mass line education and practice activities in Lankao County, he emphasized the need to vigorously study and carry forward Jiao Yulu's spirit, and regard learning and carrying forward Jiao Yulu's spirit as a red line throughout the educational practice activities, and to "study deeply, reflect carefully, and practice diligently", which once again promoted the widespread development of activities to study Jiao Yulu's spirit.

Zibo is the hometown of Jiao Yulu. As the place where Jiao Yulu's spirit was conceived and formed in the early days, Zibo is an irreplaceable "spiritual origin" in the promotion of Jiao Yulu's spirit across the country. For local red cultural education and urban civilization development, the Zibo Jiao Yulu Spiritual Teaching Base is an important carrier of Jiao Yulu's spiritual education and an important bridge and link linking urban cultural heritage and modern urban civilization. In-depth study of its educational and training value in the new era, exploring its development path, and exerting its unique influence through differentiated development strategies have important theoretical and practical research value.

## 2. Development Situation Facing

### 2.1. Red Cultural Tourism Craze

2018 is known as the "first year of cultural and tourism integration". The "Guiding Opinions of the General Office of

the State Council on Promoting the Development of All-Region Tourism" proposed that public cultural venues such as museums, memorial halls, cultural relics, and cultural heritage exhibition halls should be scientifically used to carry out cultural tourism; localities are encouraged to actively carry out patriotic education, red revolution cultural education and other theme activities [2]. The report of the 20th National Congress of the Communist Party of China emphasized the need to "make good use of red resources", "carry forward revolutionary culture" and "carry forward the spiritual pedigree of Chinese Communists originating from the great spirit of party founding". Promoting the in-depth integrated development of Jiao Yulu's spiritual culture and tourism is an effective measure to thoroughly implement the Party Central Committee's instructions on carrying forward the red spirit and continuing the red blood [3].

With the promotion of policies, society's attention to red culture has increased, and red tourism resources have been developed in various places, and the red culture tourism craze has emerged. On July 31, 2025, Qunar Travel released data showing that summer hotel bookings in old red tourist destinations such as Jinggangshan, Yan'an, and Shaoshan all increased year-on-year. Teacher Wang Guangzhen, a cultural tourism research expert at Shandong University, pointed out: From the perspective of top-level design, the popularity of red tourism is not unfounded, but also reflects the long-term success of planning and leadership. The "14th Five-Year Plan for Culture and Tourism Development" proposes: "Innovate the display methods of red tourism, carry out red tourism publicity and promotion, and enhance the vitality of red tourism development [4]."

The red cultural tourism craze has also brought opportunities and challenges for development and competition to Zibo Jiao Yulu Spiritual Teaching Base. How to grasp this heat, inherit and innovate, effectively enhance the visibility and influence of Zibo Jiao Yulu Spiritual Education Base, enhance the attention and attraction of the majority of students and more tourists, and give full play to the due function and value of the education base. This is an important issue facing Zibo Jiao Yulu Spiritual Teaching Base.

## 2.2. Homogeneous Competition Among the Jiao Yulu Memorial Hall in Lankao

The Zibo Jiao Yulu Spiritual Teaching Base is an important platform for disseminating Jiao Yulu's spirit. Currently, there are prominent problems in its development, such as the homogenization of external competition and the relative lack of brand communication. This is an important bottleneck factor currently restricting the development of the Jiao Yulu Spiritual Teaching Base in Zibo City.

Specifically, how to avoid the homogeneous development model with the Jiao Yulu Memorial Hall and Jiao Yulu Spiritual Cadre Training Base in Lankao, Henan and other places, and how to strengthen and enhance its own brand communication and influence? This is a key issue that should be addressed in future development.

This study believes that as a teaching base in Jiao Yulu's hometown, the development of the Zibo Jiao Yulu Spiritual Teaching Base should be based on Jiao Yulu's living environment, family influence and the historical and cultural reasons for the formation of his thoughts in Zibo during his youth. It should focus on exploring the unique resources owned by the base, while strengthening the improvement and construction of the teaching model and teaching staff, and embarking on a development path with distinctive characteristics and core competitiveness to highlight the unique brand advantages of the Zibo Jiao Yulu Spiritual Education Base, so as to attract more attention.

Currently, the Zibo Municipal Party Committee and Municipal Government and relevant agencies and departments have extensively mobilized some universities and more social forces to participate in launching relevant research.

## 3. Differentiated Competition Strategy

### 3.1. Anchoring the "Spiritual Source" and Exploring Unique Historical Foundations

Different from Lankao focusing on "the place where Jiao Yulu worked and practiced", Zibo can highlight the core positioning of "the birthplace of Jiao Yulu's spiritual origin" and dig deep into Jiao Yulu's early growth trajectory in Zibo, such as: childhood poverty experience, career as a child laborer in coal mines, the suffering of being oppressed by the Japanese puppets, etc. These key pasts that shaped his spiritual background are Zibo's unique historical resources. Through material carriers such as Jiao Yulu's former residence and life relics, combined with fresh materials such as his family letters and oral histories of relatives, we can concretely demonstrate the local origin of his spirit of "loving the people and working hard", which is different and complementary to the "practice of desertification and alkali control" that Lankao focuses on.

Secondly, it emphasizes the value of exploring the origins of "where the soil and water nourish the people", focusing on Jiao Yulu's deeds of still caring about the development of his hometown when he was working in Lankao, and guiding visitors to think about "how Jiao Yulu's growth experience in his hometown shaped the foundation of his spiritual character", building a complete spiritual chain of "tracing his roots from Zibo to practice in Lankao", and avoiding overlapping functions with Lankao in "spiritual interpretation".

## 3.2. Integrate Regional Culture and Build a Distinctive Spiritual Pedigree

Relying on Zibo's unique background as the birthplace of Qi culture and the blending place of Qi and Shandong cultures, we create the differentiated connotation of "Jiao Yulu spirit + regional culture".

For example, the relevance of cultural genes is highlighted: the characteristics of Qi culture of "pragmatic change and benefiting the world" are highly consistent with Jiao Yulu's spirit of "scientific truth-seeking and dedication to the people"; the tenacity of Confucian culture of "knowing that something is impossible" echoes its character of "facing difficulties and rising to the occasion". Through this kind of cultural tracing, Jiao Yulu's spirit shows the unique temperament of "rooting in the fertile soil of Qilu", which is different from the "practical spirit combined with the local actual situation of Lankao" that Lankao focuses on.

Then there is the strengthening of local emotional connection: using "nostalgia and nostalgia" as the link, and focusing on the emotional interaction between Jiao Yulu and his hometown, create a special scene of "spiritual root seeking + local experience", such as carrying out various creative activities such as "Rewalking the Youth Road" and "Hometown Memory Exhibition" to highlight the emotional temperature of Zibo as the "spiritual origin" and form a misplaced competition with Lankao's "struggle practice place".

### 3.3. Interaction Rather Than Competition, Clear Functional Division of Labor

A synergistic relationship of "two flowers blooming, one branch each" is formed with Lankao: Lankao focuses on showing the practical cases of Jiao Yulu's "practicing the spirit on the job", while Zibo focuses on the origin story of "how Jiao Yulu's spirit sprouted in the soil of his hometown", and the two together constitute a "complete spiritual narrative".

Zibo can undertake the unique mission of "promoting local sentiment" and attract groups interested in "the origin of Jiao Yulu's spirit and personal growth history" through differentiated content, such as young cadres, college students, teenagers and their parents. It can form a complementary mechanism with Lankao's cadre training and practical education to jointly expand the publicity radius of Jiao Yulu's spirit and avoid homogenization and internal friction.

## 4. Brand Image Positioning

To establish the brand image of the Zibo Jiao Yulu Spiritual Teaching Base, we must start from the "Jiao Yulu Spiritual Source" and "local roots" to create a differentiated positioning. The Zibo Jiao Yulu Spiritual Teaching Base can be systematically positioned as Zibo City's "Red Culture Check-in Place", Shandong Province's "Red Culture Inheritance Demonstration Zone", and the national "Red Cultural Coordinate".

It must be noted that, in addition to the above differentiated competitive positioning, the Zibo Jiao Yulu Spiritual Teaching Base is not an ordinary attraction after all. Its basic function and the first positioning to be highlighted should be a "red cultural education platform", which is mainly responsible for the training of party members and cadres and the research and education tasks for primary, secondary and primary school students.

General Secretary Xi Jinping once pointed out, "With

regard to developing tourism projects in revolutionary base areas, two concepts must be grasped. Red base area, patriotic education, this is a concept. Developing red tourism is another concept. Both aspects must be coordinated. "This guiding opinion also provides theoretical guidance and methodological guidance for the educational promotion of the memorial hall and the promotion of high-quality development of red tourism.

## 5. Specific Development Path

Integrating the Zibo Jiao Yulu Teaching Base into the local cultural tourism belt to create a red cultural check-in point with distinctive characteristics can form a tourism closed loop of "barbecue diversion + red culture deepening experience". The specific ideas are as follows:

### 5.1. Linking Multiple Resources to Build Three-Dimensional Tourism Routes

Taking advantage of the "Internet celebrity city" effect of Zibo, with barbecue as the entrance, it connects Jiao Yulu's teaching base with rich regional cultural resources such as ceramics and glaze, Qi culture, Liaozhai culture, etc., and integrates the natural scenery along the way. Visitors can taste barbecue, Boshan cuisine and other delicacies before. After that, a long-term tour along the cultural and tourism circle can not only feel the charm of the modern city of "Human Fireworks" and "Strong, Rich and Beautiful Zibo", but also increase educational opportunities through red culture and traditional culture such as the spirit of Jiao Yulu, enrich the tourism experience, and leave an unforgettable impression.

### 5.2. Deepen the Connotation of "Going to Zibo to Take Exams" and Enrich the City's Image

Combining "entering Zibo to take the exam" with Jiao Yulu's red culture and other attractions gives "rushing to take the exam" a deeper meaning - traveling to Zibo is not only to experience the food, but also to explore the red spirit, history and culture. This can break the outside world's perception of Zibo as "just relying on cooking". The stereotype of "roasted" comprehensively demonstrates Zibo's status as the national red cultural coordinate and the "spiritual origin of Jiao Yulu" and its urban characteristics with multiculturalism such as Cuju and ceramics, and creates a vivid and three-dimensional modern city image with both cultural heritage and red genes.

### 5.3. Empower Cultural Tourism with Red Culture and Achieve Value Upgrades

Through the deep integration of Jiao Yulu's spirit and cultural tourism resources, tourists can not only gain sensory pleasure but also absorb spiritual nutrients during the journey, transforming the impression of "going to Zibo to take the exam" from short-term popularity to long-lasting cultural identity, promoting the upgrade of Zibo's cultural tourism from "flow" to "retention", from "check-in" to "immersion", and accelerating the realization of the 3510 goal of Zibo's urban development.

## 6. Summary

As a shining coordinate in the spiritual pedigree of Chinese Communists, Jiao Yulu's spirit contains rich connotations and value of the times. It carries an unforgettable period in the history of the development of the Chinese nation, the history of the Party, and the history of New China. It is a vivid portrayal of our party's arduous and glorious struggle and symbolizes the noble qualities of loving the people, hard work, and integrity. As Xi Jinping said in his speech during an inspection at China University of Political Science and Law in May 2017: "Jiao Yulu's spirit spans time and space and will never go out of style. We must carry it forward in combination with the characteristics of the times." Strengthening the construction of the Jiao Yulu Spiritual Teaching Base in Zibo City from the "source, locality, and cultural integration" will make it an irreplaceable and important educational place in the national promotion of Jiao Yulu's spirit. It is an effective measure to implement the spirit of the speech.

## References

- [1] Chen Guanchao, "Jiaotong" flowers bloom with new beauty, China Culture News, Page 1, September 21, 2021.
- [2] Yuan Jingjing, Research on the information visualization design of memorial halls under the background of cultural and tourism integration, master's thesis of Anhui Jianzhu University, May 1, 2022.
- [3] Wei Xinxin, Research on the uniform design of Comrade Jiao Yulu Memorial Hall under the background of cultural and tourism integration, Master's thesis of Zhongyuan Institute of Technology, June 1, 2024.
- [4] Wang Guangzhen, "Red Culture + Tourism", red tourism innovation activates red genes and immerses the creation of red experience scenes, Guangzhen Think Tank, August 15, 2025.