

The Analysis of “Good Rural Season” Under the Background of the Revitalization of Rural Culture

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Abstract

“Good rural season” is a brand of “Season · Solar Term” rural tourism, which is based on popular culture and local culture. The theme of “good rural season” with the regional characteristics of Shandong province is full of wonderful activities, which promote the cultural and ecological revitalization of the countryside, enabling the revitalization of the countryside. The theme of “good rural season” is an integral part of the popular culture, which fully embodies the physical conditions of the historical geography, folk customs and aesthetic standards of Shandong province. It embodies the rich and colorful beauty of life and the best way of life and the good wishes of welcoming Xiang naifu and the basic moral norms of “dedication and friendliness”. This accords with people’s positive psychological demands and refracts the positive value orientation.

Keywords: good rural season, the revitalization of rural culture, analysis

1. Introduction

The theme of “good rural season” launched by Shandong culture and Tourism Department is an important part of the cultural life of Shandong civil society, which is closely related to people’s economic and cultural activities and daily life. Through the analysis of the positive psychology of the theme activity of “a good time in the countryside”. It is helpful to understand the accumulation of Qilu culture in the real social life, giving full play to the economic function and tourism cultural function of the “Good rural season” theme activity and serving the economic and cultural construction of Shandong under the good situation of the deep

fusion of literature and travel.

From the perspective of positive psychology, this paper analyzes the theme activities of “good rural season” from the perspective of social harmony and stability and the perspective of the current prosperity of culture and tourism in Shandong province. It has a positive significance. People participate in the “good rural season” theme activities, not only to experience different regional culture and historical culture, but also for the inner happiness, hope and satisfaction. Through the in-depth study of the deep-seated positive psychological connotation conveyed by the theme of “good rural season”, it is of practical significance to protect and explore

Shandong cultural heritage and inherit Qilu culture.

2. The Theme Activities of “Good Rural Season” and the Research Status

2.1 The Theme Activities of “Good Rural Season”

The theme activities of “good rural season” is a brand of “Season · Solar Term” rural tourism, which is based on popular culture, folk culture and local culture. Since its launch, the community has been widely concerned. The “good rural season” brand focuses on key strategies such as rural revitalization and the construction of national cultural parks and addresses the new travel needs of people who take micro-vacations and slow living in a serialized form. It launched the Yellow River Outing Theme Tour, Lufeng Canal Theme Tour, Qilu Style Theme Tour, Harvest Qilu Theme Tour, the Great Wall Autumn Theme Tour and other major theme series.

The theme activities of “good rural season” is an integral part of popular culture. It fully embodies the physical conditions of the historical geography, folk customs and aesthetic standards of Shandong province and embodies the rich and colorful beauty of life. It embodies the best way of life and the good wishes of welcoming Xiang naifu and the basic moral norms of dedication and friendliness. This accords with people’s positive psychological demands and refracts the positive value orientation.

2.2 The Research Status

Since the introduction of the Shandong Provincial Department of Culture and Tourism, the theme activities of “good rural season” event won the sixth boao tourism communication forum, “Good brand literature travel” high-quality case, the sixth China literature travel IP conference, “Rural Light” and other honors. The theme activities of “good rural season” involves various fields such as folklore, sociology and local chronicles.

However, there are relatively few in-depth and systematic studies on the theme of “good rural season” from the perspective of psychology. Based on this, this topic tries to conduct in-depth and systematic interpretation and research from the perspective of positive psychology.

3. The Theme Activities of “Good Rural Season” Accords with the Demand of Positive Psychology

Culture and psychology are closely related. Positive psychology emphasizes the good quality of individual psychology and the influence of social and cultural environment on individual’s emotion and mental health. From the perspective of cultural psychology, psychology is determined by culture. From the perspective of evolutionary psychology, the formation of culture needs a certain psychological basis. From the perspective of cultural social psychology, the individual function of culture mainly lies in the awareness of survival purpose and sense of belonging.

Positive psychology is the study of coping strength and good qualities. It is the potential of human beings with the power of the excavation. Positive psychology advocates the study of positive qualities and the full exploitation of the inherent potential of constructive power to promote personal and social development. The theme activities of “good rural season” accords with the positive psychological demands of individuals and groups. Based on the relationship between culture and psychology and from the perspective of positive psychology, this paper probes into the applied value of the psychological perspective of the theme activities of “good rural season”.

The theme activities of “good rural season” reflect a kind of positive group behavior pattern and social psychology. Positive psychology focuses on people’s positive subjective experience, happiness, satisfaction, hope and optimism. From the perspective of positive psychology, the theme activities of “good rural season” launched by Shandong Provincial Culture and Tourism Department reflects a positive group behavior pattern and social psychology. Under the good situation of the integration of culture and tourism, the positive psychological analysis of the “good rural season” can make people feel the vitality of Qilu culture and the charm of Shandong tourism.

Taking the theme activities of “good rural season” as carrier, it is beneficial to protect and explore the cultural heritage of Shandong and to inherit the Qilu culture, by exploring the deep psychological causes and changes of Qilu culture from the perspective of positive psychology. This paper analyzes the positive value orientation of the theme activities of “good rural season” from the perspective of psychology, and promotes the integration of literature and tourism.

4. The Application Value and Exploration Path

4.1 The Application Value

On the basis of absorbing the quintessence of Qilu culture, the theme activities of “good rural season” infuses a new era atmosphere with rich historical culture, unique regional culture and distinct local characteristics. It has become a big stage to show Qilu culture. The positive psychological analysis of the theme activities of “good rural season” is of great value for protecting the cultural heritage of Qilu culture and inheriting Qilu culture. The study of this subject has enlightening significance for the promotion of the connotation of the theme activities of “good rural season”, the diversification of the mainstream culture and ecological culture and has distinctive features of the times and innovative value.

At the same time, the positive psychological analysis of the theme activities of “good rural season” can make the mainstream culture pay more attention to the positive psychological pursuit and psychological satisfaction of people in Shandong under different regional cultural background. On the different levels of culture and tourism, we should establish the mechanism of psychological compensation for the participants of the “good rural season” theme activities and respect the positive subjective experience of the desire for happiness and fulfillment.

The theme activities of “good rural season” with the regional characteristics of Shandong province is full of wonderful activities, which promote the cultural, tourism and ecological revitalization of the countryside, and enable the revitalization of the countryside. Promoting the integrated development of culture and tourism is one of the important decisions. Culture is the soul of tourism. Tourism is the carrier of culture. Through the positive psychology analysis of the theme activity of “good rural season” in Shandong province, we can meet the people’s positive psychological needs, which is beneficial to the harmonious development of Qilu culture and tourism industry, realize harmonious culture and harmonious society.

4.2 The Exploration Path

By collecting data and field investigation, this paper makes a deep-level study on the representative activities in the “good rural season” theme activities launched by Shandong Provincial Culture and Tourism Department and

analyzes the positive psychology contained in them.

Through collecting the deep structure of the “good rural season” theme activity, this paper seeks the theoretical framework of the “good rural season” from the perspective of positive psychology and combines the theoretical research with the empirical research. The use of meta-analysis and other methods describe and analyze the psychological demands of “good rural season” and people’s positive subjective experience and optimism in the activities of the theme activities of “good rural season”.

According to the different levels of material state culture, behavior culture and mentality culture contained in the theme of “good rural season”, combined with Qilu culture, it analyses and construction of “good rural season” theme activity positive psychological application value.

5. Conclusion

The theme activities of “good rural season” launched by Shandong culture and tourism department conveys deep psychological connotation, which contains people’s explicit or potential positive qualities. It is precisely because of these positive qualities that human beings maintain a sense of self-esteem in the fierce struggle for survival. It enables human society in most cases in a way that all things co-exist and continue to develop. Based on popular culture, folk-custom culture and local culture, the theme activities of “good rural season” accord with people’s external and internal positive psychological demands.

The theme activities of “good rural season” is a brand of “Season · Solar Term” rural tourism, which is based on popular culture, folk culture and local culture. Based on the relationship between culture and psychology, the focus of this research is to analyze the theme activity of “good rural season” which is based on folk culture and local culture. From the perspective of positive psychology, this paper seeks for the deep psychological structure of the theme activities of “good rural season”, so as to give full play to the economic and cultural functions of the theme activities of “good rural season”.

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