

Research on Promoting the Integration of Confucian Culture into the Economic Development of Jining City in the New Era Based on Experimental Analysis

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Abstract—Jining City is the birthplace of Confucian culture. Under the background of the new era, Jining City should strive to explore the path of integrating Confucian culture into the economic development of Jining City. Firstly, this paper introduced the necessity and advantages of integrating Confucian culture into the economic development of Jining City in the new era. Secondly, the influence of Confucian culture on the economic development of Jining was analyzed with the help of an experimental model. This paper selected the data from 2012 to 2019, with Jining City's per capita GDP (RJGDP) as the dependent variable, the number of patent applications (ZLSQ), the number of private enterprises and individual businesses (SYGT) as the independent variable. It was found that Jining City's per capita GDP was highly positively correlated with the number of patent applications and the number of private enterprises and individual businesses at a significant level of 1%. Moreover, the number of private enterprises and individual businesses affected more GDP than the number of patent applications. Thirdly, it revealed the problems existing on promoting Confucian culture into Jining in the new era. Finally, combined with the experimental analysis results, we put forward the countermeasures and suggestions to promote the integration of Confucian culture into Jining City in the new era, in order to provide a reference for promoting the integration of Confucian culture into the local economic development.

Keywords—the new era; Confucian culture; Jining; economic development

1 Introduction

Excellent traditional culture is the deepest cultural soft power and can provide valuable guidance for the development of the socialist market economy. Confucian culture is the representative of the excellent traditional Chinese culture. The integration of Confucian culture in the economic development is not only conducive to promoting the exchanges and cooperation between Chinese and western civilizations in economic, political, cultural and other aspects, but also conducive to carry forward the excellent traditional Chinese culture. Jining City is a typical traditional resource-based city. In the process of economic development, it relies heavily on coal and other resources, leading to the current slow economic development speed, the intensified economic downward pressure, and the continuous reduction of social vitality. At the same time, some advanced cities have accelerated industrial transformation and upgrading, and a new round of competition among cities has already begun. Under the background of the new era, Jining City is urgent to find an effective path, solve economic development problems, further combine economic

development with excellent Confucian culture, and help local economic development.

2 The necessity of integrating Confucian culture into Jining City's economic development in the new era

2.1 The need for the innovative development of excellent Confucian culture

Xi Jinping, general secretary, has emphasized the importance of excellent traditional Chinese cultures for many times and required to give it a new connotation of The Times. Confucian culture is one of the excellent traditional Chinese cultures, rich in connotation and profound deposits, and has a very far-reaching influence on the Chinese nation. Confucian culture has the characteristics of keeping pace with The Times, which provides beneficial value guidance for the development of the socialist market economy. It is not only conducive to the formation of corporate culture, but also conducive to the self-restraint of enterprises in the market competition. In this way, it can promote the smooth operation of the market economy. In the context of the new era, it should innovate and develop the traditional excellent Confucian culture, and boost the economic development of Jining with the help of excellent Confucian culture [1].

2.2 The realistic needs of Jining's local economic development

With the deepening of supply-side structural reform and the strong advocacy of the new concept of green and sustainable development, the era of relying on coal and other resources for economic development is never gone. As a resource-dependent city, whether Jining City can realize industrial transformation and upgrading and maintain medium-high economic growth, the key is to achieve cultural breakthroughs, lead transformation and upgrading, and walk out of a road of economic development with leapfrog significance. If Jining wants to realize transformation and break through, it must be good at exploring "new Confucian culture deposits", integrate excellent Confucian culture into local economic development, and unswervingly take the road of cultural guidance. Under the background of the new era, Jining City urgently needs the innovative development of excellent Confucian culture to help the local economic development [2].

3. The influence of Confucian culture in the new era on Jining City's economic development

3.1 The advantages of promoting the integration of Confucian culture into Jining City in the new era

As the source of Confucianism and the hometown of Confucius and Mencius, Jining, Shandong Province, bears the important responsibility for carrying forward and spreading Confucian culture. Jining City has a long history, rich cultural heritage and solid mass foundation. It has obvious geographical, political and cultural advantages in promoting the integration of Confucian culture into the local economic development. Jining City, especially Qufu City under its jurisdiction, is recognized as the hometown of Confucius and Mencius and the source of Confucianism in the world. It enjoys high popularity at home and abroad and has

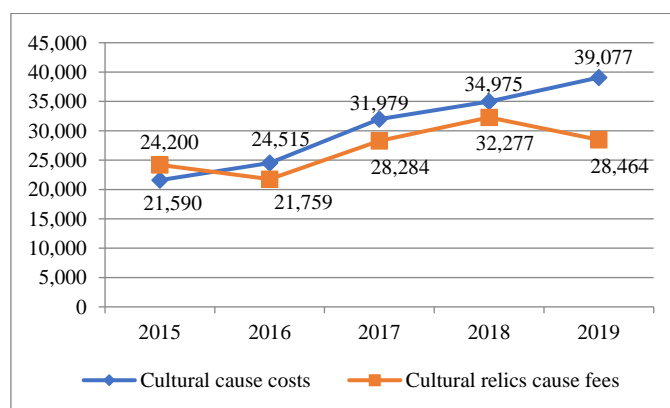
unique advantages in carrying forward and spreading Confucian culture, which is incomparable to other provinces and cities. The state attaches great importance to the role of Jining City in carrying forward and spreading Confucian culture. Xi Jinping, general secretary, has emphasized that Confucianism should play a positive role in the new era. In recent years, in order to support the development of cultural undertakings, Jining City has increased relevant financial investment, paid attention to in-depth excavation and integration of various festival resources, and focused on building the International Confucius Culture Festival. As of 2019, 37 China International Confucius Culture Festival has been successfully held. The investment in cultural undertakings and cultural relics in Jining from 2015 to 2019 is shown in Table 1:

Table 1 Investment in cultural undertakings and cultural relics in Jining City from 2015 to 2019

Year	Cultural cause costs (Ten thousand yuan)	Cultural relics cause fees (Ten thousand yuan)
2015	21,590	24,200
2016	24,515	21,759
2017	31,979	28,284
2018	34,975	32,277
2019	39,077	28,464

Note: The data are derived from Shandong Statistical Yearbook.

In order to more intuitively see the investment of cultural undertakings and cultural relics in Jining City from 2015 to 2019, the trend map is drawn. It is shown in Figure 1:



Note: The data are derived from Shandong Statistical Yearbook. The horizontal axis indicates the year; the vertical axis indicates the business fee, unit 10,000 thousand yuan.

Fig.1 Investment in cultural undertakings and cultural relics in Jining City from 2015 to 2019

3.2 An Experimental Analysis of the Effect of Confucian Culture on Jining City's economic in the new era

Culture contains economic consciousness, and Confucian culture also contains the

consciousness of promoting economic development. In the new era, Jining City should give full play to the advantages of Confucian culture, improve its business model, and constantly innovate, so as to better promote the development of the local economy. The influence of Confucian culture on the economy is mainly reflected on the innovation and entrepreneurship spirit of promoting enterprise innovation and the market economy development. Therefore, this paper takes the innovation spirit and entrepreneurship spirit as the independent variable. The number of patent applications of Jining (ZLSQ) as the innovation index, and the number of private enterprises and individual industrial and commercial households in Jining (SYGT) as the entrepreneurial index. By consulting the Jining Statistical Yearbook, the per capita GDP (RJGDP), patent application (ZLSQ) and the number of private enterprises and individual businesses (SYGT) were obtained in Jining. Data from 2012 to 2019 were selected for analysis with Jining City's per capita GDP (RJGDP) as the dependent variable, the number of patent applications quantity (ZLSQ), the number of private enterprises and individual businesses (SYGT) as the independent variable [3].

Firstly, descriptive statistics were performed on the data from 2012 to 2019 by SPSS software. It is shown in Table 2:

Table 2 Descriptive statistical results

statistical item	least value	crest value	average value	standard deviation
RJGDP (Yuan / person)	34,259	52,331	44,530.75	6,807.16
ZLSQ (item)	6,909	14,329	10,415	3,120
SYGT (household)	248,638	692,258	458,299	149,766

Secondly, with the help of Pearson correlation coefficient to analyze the impact of innovation and entrepreneurial spirit on Jining City's economic. The results are shown in Table 3. It displays that Jining City's per capita GDP (RJGDP) is highly positively correlated with the number of patent applications (ZLSQ), and the number of private enterprises and individual industrial and commercial households (SYGT). They are both at a significant level of 1%. However, the correlation between the amount of patent applications (ZLSQ) was somewhat weaker than with the number of private enterprises and individual industrial and commercial households (SYGT).

Table 3 Correlation analysis

variable	ZLSQ (item)	SYGT (household)
RJGDP (Yuan / person)	0.959**	0.977**

Note: **. At level 0.01 (double-tail), the correlation was significant.

Finally, a regression analysis was performed to construct the regression model. The formula is shown as follows:

$$RJGDP = \beta_0 + \beta_1 ZLSQ + \beta_2 SYGT + \epsilon \quad (1)$$

Using linear regression analysis, results in Table 4 are shown. For each increase of patent application volume (ZLSQ), the per capita GDP of Jining City will increase by 0.332 units. For each increase in the number of private enterprises and individual industrial and commercial households (SYGT), the per capita GDP of Jining City will increase by 0.663

units. It can be seen that the number of private enterprises and individual businesses significantly affects the per capita GDP than the number of patent applications (ZLSQ). The results are consistent with the correlation analysis. Therefore, Jining City should pay attention to the development of private enterprises and individual industrial and commercial households, to promote economic growth.

Table 4 Results of the regression analysis

model	Unstandardized coefficients		Standardization coefficient
	B	standard error	Beta
(constant)	23,178.775	1,947.449	
ZLSQ (item)	0.724	0.555	0.332
SYGT (household)	0.030	0.012	0.663

Note: Caactor variable: per capita GDP (Yuan).

4. The problems existing in promoting the integration of Confucian culture into Jining City's economic development in the new era

4.1 The spillover effect of the cultural industry is insufficient

Under the background of the new era, the spillover effect of cultural industry in the economic development process of Jining City is insufficient, and the proportion of cultural industry added value of the regional GDP is still not high. In 2017, the added value of national cultural and related industries was 3472.2 billion yuan, accounting for 4.2% of GDP, while the added value of cultural industry in Jining was 17.747 billion yuan, accounting for 4.08% of GDP, lower than the national average level. The added value of national cultural and related industries from 2015 to 2019 is shown in Table 5:

Table 5 National added value of cultural and related industries from 2015 to 2019

Year	Value value of cultural and related industries (100 Million yuan)	Accounting for the proportion of GDP (%)	The increase in the proportion (%)
2015	27,235	3.97	0.16
2016	30,785	4.14	0.17
2017	34,722	4.20	0.06
2018	41,171	4.48	0.28
2019	44,363	4.50	0.02

Note: The data are derived from the National Bureau of Statistics.

4.2 The Confucian cultural brand characteristics are not obvious

The International Confucius Culture Festival is one of the most internationally influential festival activities in China. As of 2019, Jining City has been successfully held for 37 sessions. The quality of holding the International Confucius Culture Festival is continuously improving

and the content is constantly innovating. However, under the new era, the integration of Confucian culture and economic development is not enough. In the process of promoting economic development, the brand characteristics of Confucian culture are not obvious. First of all, the model of "festival in festivals" has not been broken through. The participation of the masses and well-known domestic cultural tourism cities is low, and there is still a certain gap from the standards of international cultural events. Secondly, the development of museums, cultural centers, libraries and mass art museums in some counties and cities is relatively slow. Some forums, summits and other activities held are highly professional and academic, and play a limited role in promoting the economic development of Jining City. Finally, Jining's regional advantage is not enough. By December 2018, the Confucius Institute Conference has been successfully held for 13 sessions, but as the hometown of Kong and Meng, Jining City has not become the venue for the conference.

4.3 Lack of compound talents in the cultural industry

In the context of the new era, absorbing and introducing and cultivating talents is to give better play to their creativity and innovation and inject fresh blood into economic development. Therefore, we should not confuse talents for ordinary staff. Jining, Shandong Province belongs to a third-tier city. Compared with Jinan and Qingdao, the economic development speed is relatively slow, leading to many young people in Jining will not choose to return to their hometown after graduation, but choose the development of big cities, which makes Jining lack of highly educated talents. In addition, with the particularity of cultural industry talents, the unified recruitment of public institutions cannot meet the specific cultural needs, and the loss of highly educated talents in Jining City is more serious. The lack of successors of Confucian culture makes the integration of Confucian culture and local economy insufficient, which is not conducive to the development of local economy to some extent.

5. The Countermeasures and Suggestions to promote the integration of Confucian culture into Jining City's economic development in the new era

5.1 To make the cultural industry bigger and stronger

Confucian culture has many excellent ideological heritages and contents, and we should dig deeply into the excellent elements in Confucian culture to promote the innovative development of excellent Confucian culture [4]. In the context of the new era, we should attach equal importance to cultural and economic development and promote "Confucian Culture + Economic Development". We will encourage self-employed businesses and increase the number of private enterprises and individual industrial and commercial households. The excellent traditional Confucian culture should be integrated into the economic development of Jining City to enhance the spillover effect of the cultural industry, and the cultural industry should not only be bigger and stronger. First of all, promote the construction of cultural and creative industrial parks, cultivate a number of flagships cultural enterprises, and extend cultural creativity and cultural concepts to cultural products [5]. Secondly, deeply excavate the connotation of Confucian culture, vigorously promote the construction of tourism, cultivate characteristic cultural tourism towns, develop high-quality tourist routes, and promote the development of tourism. Finally, relying on the branches of Yankuang Group, Sun Paper and

other branches in various regions, build a cultural communication platform, spread traditional excellent Confucian culture, enhance the influence of Confucian culture, and then promote the development of enterprises with the influence of Confucian culture.

5.2 To build the Confucian culture brand characteristics

It is a difficult task to use Confucian culture to enhance its cultural strength. It not only needs the support of all sectors of society and the efforts of the masses, but also needs to be combined with economic development. Under the background of the new era, it should combine the new development trend of The Times to deeply integrate the excellent traditional Confucian culture with the economic development, create the brand characteristics of Confucian culture, and promote the local economic development [6]. First of all, the international Confucius Culture Festival was innovated and upgraded, breaking through the mode of "festival holding", reflecting the characteristics of Confucian culture, making the content and form of the festival more novel, attract the attention of the society, improve the national participation, and become a cultural event attended and shared by the whole people. Secondly, we will improve the multi-channel fund guarantee mechanism, increase investment in museums, cultural centers and libraries in some counties and cities, strengthen cooperation with Qingdao and Quanzhou, and attract high-quality resources of good cities with traditional culture to promote local economic development to gather in Jining [7]. Finally, we should create an excellent Confucian cultural atmosphere, integrate cultural elements into urban and rural planning and construction, and build Jining City into a city with unique Confucian cultural characteristics.

5.3 To cultivate compound talents in the cultural industry

Under the background of the new era, we should keep pace with The Times to give Confucian culture new content [8]. The inheritance and innovative development of Confucian culture cannot be separated from talents, especially innovative and professional and technical composite talents, who can provide new ideas about economic development. Jining to strengthen cultural industry compound talent cultivation can start from the following aspects. On the one hand, employees should be encouraged to learn from provinces and cities with good economic development, and learn from the experience and practices of some provinces and cities in promoting the integration of local characteristic culture into economic development. At the same time, diversified incentive and promotion policies are formulated, giving certain rewards to units or individuals according to the degree of contribution, so as to retain professionals related to the cultural industry. On the other hand, formulate the talent introduction plan, increase the introduction of high-level talents needed for the cultural industry and economic development, and the innovative industry research institute integrating Confucian culture into the local economic development should be established to provide talent guarantee for the economic development of Jining City.

6 Conclusion

Confucian culture is the representative of the excellent traditional Chinese cultures, and plays an increasingly important role in politics, economy, culture and other fields. As the birthplace of Confucian culture, Jining City should expand and strengthen the cultural industry, build the

Confucian cultural brand characteristics, and cultivate compound talents in the cultural industry under the background of the new era. In this way, Jining City can better integrate the Confucian culture into the economic development, and help the local economic development. Promoting the integration of Confucian culture into the economic development of Jining in the new era is conducive to the implementation of the national strategy and providing new ideas for the future urban development of Jining.

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