

Reflection on Integrating Traditional Chinese Culture into College Counselors to Carry out Ideological and Political Education for College Students

Binyu Luo

Chongqing Women's Vocational High School, Chongqing 400026, China

Abstract: *Since the reform and opening up, with the deepening of exchanges between China and other countries around the world, China's traditional culture has been influenced by the wave of Western social thought from abroad, especially the ideas and values of the new generation in China have been impacted. Universities are one of the channels for the dissemination of cultural awareness in China. The knowledge content contained in traditional culture in ideological and political education is beneficial for enhancing the moral literacy and social responsibility of college students. Therefore, when carrying out ideological and political education work for college students, university teachers should combine it with high-quality traditional Chinese culture, find the connection between the two, and effectively innovate the ideological and political education work in universities. Moutai known as the "national liquor" band of China has a long history. In recent years, the competition among liquor-making enterprises tends to be intense, and a series of policy adjustment has restricted the development of liquor industry to some extent. So the liquor-making enterprises have to shift their operation idea so that they can survive in such fierce market competition. This paper made a thorough understanding of the entire liquor industry and the macro and micro economic environment of Kweichow Moutai Co., Ltd., integrated with the data of the annual reports of the company over the years, and used SWOT analysis, Michael Porter's Five Forces Model, core competence analysis to expound the experience and strategies of Kweichow Moutai, respectively.*

Keywords: Traditional Chinese culture; Ideological and political education; Higher education institutions; college student.

1. INTRODUCTION

Chinese traditional culture is the crystallization of the wisdom of the people of all ethnic groups in China. Although China is currently in the developmental stage of socialist economic modernization construction, the spirit of bravery, honesty, and hard work contained in traditional Chinese culture still holds an extremely important position. At the same time, in the context of the new era, it has been given a new meaning. Promoting and inheriting traditional Chinese culture is beneficial for enhancing national cohesion and self-confidence. So, how to combine the characteristics of the times and the ideological characteristics of college students, and combine traditional culture with ideological and political education for college students, is the primary goal and task in the current development of ideological and political work in universities.

Established on November 20th 1999, Kweichow Moutai Co., Ltd. (hereinafter referred to as "the Company") was initiated by China Kweichow Moutai Winery (Group) Co., Ltd and jointly set up with other seven units, and now Moutai Group is the controlling shareholder. Based in Moutai town by the Chishui River in northern Guizhou Province, the Company is specialized in the production and sales of Moutai liquor and Moutai series wines. Its leading product Kweichow Moutai liquor is not only the founder and typical representative of Chinese Daqu Jiang-aroma liquor but also a green food, an organic food, and a national geographical indication product, all which make it a business card of China around the world.[1]

On August 27th 2001, the Company's stock started to be listed for transaction in Shanghai Stock Exchange. Since its listing, till June 25th 2021, the accumulative total of cash bonus reached 121.355 billion yuan, which was 60.8 times of the net amount raised in IPO. In the year of 2020, the Company achieved a total operating revenue of 97.993 billion yuan, and net profit of 46.697 billion yuan. In the first half of 2021, the Company achieved a total operating revenue of 50.722 billion yuan, and net profit of 24.654 billion yuan. As of the end of the first half of 2021, the Company had owned a total asset of 212.869 billion yuan, and net profit of 161.738 billion yuan. In 2021, Kweichow Moutai was ranked the 11th in BrandZ Most Valuable Global Brands with a brand value of 109.33 billion dollars, and became the most valuable liquor brand in the world.[2]

2. THE MEANING OF TRADITIONAL CHINESE CULTURE

The significance contained in traditional Chinese culture is usually considered as a collection of a nation's style, values, and characteristics, and is presented in a stable form. Our traditional culture pays attention to unity and harmony. Patriotic ideology is the core spirit of our great nation. The ardent patriotism concept enables the Chinese nation to have extremely strong national centripetal force and cohesion. High quality traditional culture attaches great importance to ethics and morality. This feature comes from the political system where the country and the family go hand in hand. As Mencius said, "The country is the

foundation of the world, and the country is the foundation of the home." This sentence perfectly interprets the characteristics of traditional Chinese culture. The homogeneous legal system between the country and the family is the fundamental reason for the high quality of traditional Chinese culture and the extreme emphasis on ethics and morality. Traditional Chinese culture focuses on education in the humanities, and relevant educational scholars believe that the biggest difference between Western culture and traditional Chinese culture is that Western culture is a culture of guilt, while traditional Chinese culture is a culture of music, As early as the ancient Zhou Dynasty in China, the concept of "valuing the people over the gods" had already emerged.

Figure 1: SWOT Analysis Model



The primary task of China's spiritual civilization construction is ideological and political education, which is also an important channel for effectively solving problems and contradictions that arise in the actual development of society. The significance of carrying out ideological and political education for college students is very significant, but it is also extremely difficult, especially in the current weak situation of ideological and political education in China, which is extremely inconsistent with the development needs of modern society in China.

3. THE ROLE OF INTEGRATING TRADITIONAL CULTURE INTO COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION

A representative of Jiang-aroma liquor. Moutai owns unique style and quality, and high brand awareness and fine reputation. From the market competition over the years, it has built a good brand image and prestige. Technical uniqueness and resource scarcity. Moutai liquor is particular in its production and blending technique, which cooperates with unique territory and climate to form a technical barrier insurmountable to the imitators. These are good protection to the quality and production technique of Moutai liquor, resulting in its unique competition strength. Furthermore, the territory and climate of Moutai town is also a natural barrier without which Moutai liquor can't be created. Market strength. Due to capacity limitation, Moutai liquor is always in the seller's market, and the company strongly controls the price of products. It has become a normality for them to improve performance by raising prices. Since Moutai is leading in the liquor industry, its price changes have already become a weather vane of the industry. Addictive feature. Liquor as a kind of addictive is highly attractive to a fixed group. Its unique taste attracts a fixed consumer group, which is beneficial to the steady rise in performance. Luxury feature. As the society develops, Moutai liquor has been endowed with more contents, such as a symbol of position, status, etc. Though the company has been refuting the statement of luxury, it is a fact that Moutai has become a luxury. Cultural feature. In the history of Moutai, the ties between Moutai and Chinese leaders can go back a long way. In some important events like state banquet, Moutai liquor is always served in the banquet and sent to foreign leaders as a national gift by Chinese leader, giving birth to the famous "Moutai diplomacy".

3.1 Beneficial for College Students to Establish Correct Three Views

The university stage is a crucial stage for students on campus to establish correct concepts of life, the world, and values. In this stage, guide college students to correctly establish a positive world. Concepts, life concepts, and values are the main goals and tasks of ideological and political work. China's traditional culture is vast and profound, with a long history, and is the accumulation and precipitation of the Chinese nation for five thousand years. China's economic slowdown has extended the

adjustment period for the liquor industry. In recent years, China's economic growth has slowed, and annual double-digit growth rates have become a thing of the past. In implementing supply-side reforms, expanding domestic demand, boosting consumption, and promoting economic growth pattern are facing greater pressure in areas such as White wine is a non-essential. The overall development of the industry is strongly constrained by the macroeconomic environment. With the economic downturn, the liquor industry has also bid farewell to the era of irrational high growth. Because of particular technique, the liquor produced could only be delivered after storing for 5 years, leading to slow growth of capacity. The state-owned enterprises have the common weakness - low efficiency. The executives are low efficient in capital management and use, leaving a great amount of fund idle all year round. The operation idea of the executives fails to follow the change of time, lacking in modern feature. The bureaucratic executives have been fully exposed in the fault of disclosure of annual report.

3.2 Benefiting College Students in Forming Correct Patriotic Concepts

Patriotism is the core ideology of our great nation, which is manifested in our love for the beautiful river of our motherland, our love for the history and culture of our motherland, our love for our compatriots in China, and our love for our own beautiful country. Our country has a long history of high-quality patriotism and moral character. Throughout the thousands of years of development of our country, patriots of all ethnic groups have made great contributions to the development and prosperity of our country. With the social development and consumption upgrading, it provides a space for the development of Moutai's luxury positioning. The emphasis and support of governments at all levels guarantees the development of Moutai. Going abroad and internationalizing is the next major opportunity of Moutai. Ecological environment threat. Through the experiments at different places, it proves that Moutai liquor can only be produced in the unique ecological environment of Moutai town, including microorganism, geology, water source, climate, temperature, humidity, etc. Therefore, if the natural and ecological environment where Moutai liquor is made is destroyed, it will inevitably bring great influence to the production and operation of the company. Raw material risk. The raw materials used are quality glutinous sorghum and wheat in Huai ren and surrounding area. In case of some changes in natural and geographic environments (such as yield and quality changes), these will threaten the price of raw materials and company performance. Change of consumption idea. As the wine and brandy enter the Chinese market, people's consumption idea of liquor has been varied to certain extent, and a part of market share of liquor has been occupied. Impact of the policy of combating corruption and building a clean government. As the society proceeds, the consumption and gifts paid by public funds is not advocated or even objected, and this will produce certain effect on Moutai. "Guizhou Moutai" and some related trade marks are not owned by the company. If they are not allowed to be used any more, this will greatly affect the running of the company. Of course, there is a little chance for this to happen.

3.3 Cultivate the tenacious spirit of struggle and optimistic and upward outlook on life among college students

It is extremely important to establish the correct outlook on life, values, and worldview of college students, but more importantly, how to achieve it. In order for contemporary college students to realize their life values, they first need to establish a spirit of hard work and a positive and healthy outlook on life, as well as a spirit of self-improvement and struggle. The Five Forces model, proposed by Michael Porter in the early 1980s[3], posits that there are five forces in an industry that determine the size and degree of competition, and that these five forces combine to influence the attractiveness of the industry and the competitive strategy decisions of existing firms (As shown in figure 2). The five forces are the competitive ability of existing competitors in the same industry, the ability of potential competitors to enter, the substitution ability of substitutes, the bargaining power of suppliers, and the bargaining power of purchasers. The Porter's Five Forces model brings together a large number of different factors in a simple model as a way to analyze the basic competitive dynamics of an industry. Competitive strategy in a sense stems from a firm's deep understanding of the laws of competition that determine an industry's attractiveness. In any industry, whether domestic or international, producing products or providing services, the laws of competition will be reflected in these five competitive forces. Therefore, Porter's five forces model is a strategic analysis tool often utilized by companies when developing competitive strategies.



Figure 2: Micheal Porter's Five Forces Model

From the perspective of suppliers, the main suppliers of Moutai are all agricultural product suppliers who provide sorghum, wheat and water. Their competition state is close to perfect competition, that's to say, they hardly have any negotiation ability, or saying, Moutai company has a strong negotiation ability against them. Besides, the package, glass bottle and outer packing are provided by the affiliated companies of Moutai, who also have no advantages to bargain.[4]

From the perspective of buyers, at present, Moutai liquor's demand exceed supply, and this situation will last for a long time, so the seller is dominating the market, and the consumers have no bargaining ability at the face of Moutai liquor. On account of numerous and disperse consumers as well as the addiction and spirit consumption attribute of Moutai, Moutai liquor has a powerful position to consumers, resulting in the situation that supply determines demand. In the well-development market economy today, there is few product belonging to seller's market, so Moutai liquor has a touch of Chinese planned economy. In other words, in current industry condition, the industry chain of Kweichow Moutai is shorter but with powerful position. Threat from potential competitors. The liquor industry is declining as a whole, and there's few new comers, so there is no direct threat to Moutai. Liquor is a domestic industry, thus, it is also difficult for foreign hard liquors to threaten Moutai. At least, it can be proved that there is no effective new comers to form direct threat against Moutai. Challenge of substitutes. At present, there are mainly beer, grape wine, yellow rice wine, and liquor in the Chinese alcoholic drink market. Among them, the first three can hardly substitute liquor. Because of age, stratum, and usage scenario, they have already differentiated so much that they can hardly substitute with each other. Competition ability of current horizontal competitors. Presently, the competitive situation of liquor is clear, and the distinction of high-end, second high-end, middle class and common liquors are clear. Whether Wuliangye, Luzhou Laojiao or Langjiu, even though they have direct influence on Moutai, their level and position is stable in the industry. In general, the business mode of Moutai is almost perfect from the analysis of Five Forces Competition Model. However, is there really no risk of investing Moutai? From a short term, the conduct of executives is a challenge. Moutai is now a good ship, but we can see its captain changes frequently and its sailors have no right to speak. Maybe, the captains are not completely pursuing for economic benefit. Of course, the high valuation of Moutai is also a challenge.

For a long term, there maybe two risks in the operation of Moutai: on the one hand, the young people will consider more about health or change their taste after entering the middle age, which may cause a substantial decline in the demand of Moutai. On the other hand, the original Chinese society full of interpersonal communication is decaying to certain extent, making people's need of giving gifts to reduce. China is evolving from a society full of acquaintances to a society full of strangers, and shifting from an identity society to a contractual society. Under such background, the interpersonal relationship becomes more simple, commercial activities more contracting, and black case work less. It should be noted that these two risks could only be perceived after a long time.

4. EFFECTIVE INTEGRATION CHANNELS WITH TRADITIONAL CHINESE CULTURE IN IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

Along with the rise of the middle class and consumption upgrade, the consumption structure of high-end liquor has changed, with personal consumption and business consumption taking the lead and liquor consumption concentrating on high-end and famous liquor, thus ushering in a good opportunity for the development of high-end liquor.[5] Guizhou Moutai, as a high-end liquor leader, has become the industry benchmark and price leader. According to Moutai's base wine production announcement of a forward target of 56,000 tons, it is simply projected that Moutai's corresponding saleable finished wine production in 2024 may reach 46,000 tons, an increase of 40% compared to 2018, and it is expected that Moutai's future tonnage price increase will mainly come from three aspects: 1) there is still expectation of price increase, 2) the proportion of direct sales continues to increase, 3) Moutai will also add more high value-added non-standard products, and it is expected that by 2024, Moutai's revenue from products of Moutai and above is expected to reach RMB140 billion, with a compound annual growth rate of 15%.

4.1 Combining Ideological and Political Education Content with Traditional Culture to Strengthen Ideological and Political Education for College Students

The main method for college students to acquire knowledge on campus is still through practical teaching activities carried out by higher education institutions. Therefore, relevant educators should combine the actual teaching content in university classrooms with traditional Chinese culture to enhance the ideological and political education work of college students. Incorporating traditional culture into the actual teaching of ideological and political education classrooms not only adds rich practical teaching resources to ideological and political education, but also cultivates students' confidence, self-esteem, and cultural self-confidence. In the actual teaching process of ideological and political education in universities, teachers can plan and purposefully integrate traditional Chinese culture into the entire ideological and political education, select suitable and representative traditional Chinese cultural knowledge content to add to the ideological and political education classroom, cultivate college students' values and emotional awareness, and also better stimulate emotional resonance among college students. For example, when ideological and political counselors in universities educate college students on socialist core values, teachers can fully start from traditional Chinese culture and narrate its content. This can enable college students to deepen their

understanding of the deep traditional cultural heritage contained in the socialist core value mechanism. Understanding and guiding college students to establish correct life values. When carrying out "patriotic education" for college students, teachers can stimulate their patriotism by combining the language of traditional Chinese culture, such as "being worried at birth, happy in the future" and "everyone has a responsibility for the rise and fall of the world". When conducting "integrity education" for college students, university teachers can combine the "integrity concept" in excellent traditional Chinese culture. In the Analects of Confucius, it is proposed to attach the greatest importance to integrity, such as "people without faith, do not know what is acceptable, big cars without, small cars without, how can they act.

4.2 Combining Campus Culture and Traditional Culture to Strengthen Ideological and Political Education for College Students

The teaching of excellent traditional Chinese culture not only needs to be combined with the actual teaching content and knowledge in the classrooms of higher education institutions, but also needs to be integrated with the cultural construction of higher education institutions. The campus is a place for imparting knowledge and educating talents, and the quality of the campus atmosphere will directly affect the enthusiasm and timeliness of college students' learning. Therefore, creating a high-quality learning environment and campus atmosphere is an issue that every higher education institution should pay extreme attention to. Taking campus culture as the starting point, carrying out ideological and political education in universities, inheriting the essence of traditional Chinese culture, promoting socialist core values, washing the hearts and spiritual consciousness of teachers and students, has a great promoting effect. There are two specific methods for carrying out ideological and political education: firstly, teachers in higher education institutions can comprehensively play the core role of grassroots party and youth organizations, enhance the training and education of active party members among college students, and fully play the positive leading role of college student party members. In the process of carrying out Party and Youth League education work, appropriate integration of traditional Chinese culture is necessary to enhance the identification of college students with the core socialist values. At the same time, we will unite organizations such as the college student party, youth league, and student union to vigorously infiltrate and promote traditional Chinese culture in higher education campuses, and inherit the essence of traditional culture. By utilizing the educational characteristics inherent in traditional Chinese culture, we aim to create a solid campus culture in higher education institutions. Secondly, strengthen the work of college student associations. College student clubs are extremely important in building campus culture. An important part not only enriches the leisure life of college students, but also promotes their learning enthusiasm through activities, thereby comprehensively improving their overall quality. In the actual activities of clubs, transmitting the knowledge content contained in traditional Chinese culture can not only break through the bottleneck of traditional classroom ideological and political teaching, but also optimize the teaching timeliness, so that college students can experience the long history of traditional culture and the vast and profound knowledge content in dynamic and joyful club activities.

4.3 Combining Social Practice with Traditional Culture to Strengthen Ideological and Political Education for College Students

Chinese traditional festivals are also a part of China's traditional culture, which contains commemoration and inheritance of Chinese history. However, since the continuous promotion and deepening of social modernization in our country, the daily living standards and quality needs of the general public have also become increasingly high. Gradually, many people, especially college students who pursue new things, have gradually forgotten about traditional Chinese festivals and started to live Western festivals. In response to the current situation, the Chinese government attaches great importance to traditional Chinese festivals and has established some of them as national statutory holidays. But just making it a legal holiday is far from enough. To make traditional Chinese culture take root in the hearts and minds of university students, it is necessary to deeply explore the cultural meaning of traditional Chinese festivals and carry out social practical activities, in order to comprehensively improve the ideological and moral qualities of university students. The boom cycle of liquor is lengthening, benefiting from the increase in income levels and the concentration of the industry's structural growth, high-end liquor continues to maintain revenue and profit growth rates beyond the industry, and the concentration of leaders continues to improve. The high-end liquor competition pattern is excellent, with an expansion trend, and the market share of leading Moutai revenue increased from 46.58% in 2012 to 64.17% in 2018. Since the beginning of 2019, the supply of Moutai is tight, and the batch price has increased from about RMB1,700 at the beginning of the year to more than RMB2,000, which benefiting from the high batch price of Moutai, the batch price of Wuliangye and Laojiao has continued to rise, and the boom cycle of high-end liquor has continued with a rise in volume and price.

5. CONCLUSION

In summary, the orderly integration of excellent traditional culture and ideological and political education in universities is a long-term work plan for higher education institutions. The smooth implementation of this work depends on the strong cooperation and support of relevant university workers. Twisted into a rope, it forms a force for all to educate people, creates a strong learning atmosphere for the development and inheritance of traditional Chinese culture, and makes the essence of the

great Chinese nation's traditional culture continuously shine and heat up in the actual implementation of ideological and political education for college students. Ideological and political education workers should shoulder the heavy responsibility of continuously promoting and promoting traditional Chinese culture, in order to promote the timeliness of ideological and political education work in universities. Moutai has a long history and its leading position has been gradually established. With its unique national wine culture, special brewing process and monopoly position in the industry of soy sauce type liquor, Moutai has become the leading high-end liquor in China due to its scarcity. Since 1952, Moutai's base wine production has increased by 49,596.69 tons and its price has increased by 75,700%, which driving Moutai's sustained high growth in volume and price. Since its listing, Moutai's revenue compound growth rate reached 25.53% and profit compound growth rate reached 31.89%.

REFERENCES

- [1] Li Qingliang, Shang Jinyan, Sun Jianshe. Innovative Thinking on Ideological and Political Education for College Students and the Work of College Counselors [J]. Education and Teaching Forum, 2021 (02): 181-184
- [2] Liu Jiao. Research on Improving the Effectiveness of Ideological and Political Education Work for College Counselors [J]. Journal of Harbin Vocational and Technical College, 2020 (06): 62-64
- [3] Xu Luying. Reflections on Integrating Traditional Chinese Culture into College Counselors' Ideological and Political Education for College Students [J]. Industry and Technology Forum, 2020,19 (04): 175-177
- [4] Information on: <https://www.china-moutai.com/>
- [5] Information on: <https://www.china-moutai.com/maotaijituan/zjmt/jyyj/index.html>
- [6] Grundy T. Rethinking and reinventing Michael Porter's five forces model [J]. Strategic change, 2006, 15(5): 213-229.
- [7] He Huayue. Five forces model analysis based on key indicators [J]. Accountant, 2015(03):27-28.
- [8] Tan Hong. Building the core competitiveness of China's traditional liquor industry based on regional characteristics [J]. Enterprise Economy, 2010(09):93-96.