

# Coordinated promotion of rural revitalization through the coupling of rural tourism and non heritage cultural and creative activities

A Yi Di La'Tu Er Sun<sup>1</sup>, Jiahao Tang<sup>2</sup>, Haiyang Liu<sup>3</sup>, Siyu Feng<sup>3</sup>, Xiaoxin Zhang<sup>1</sup>

<sup>1</sup>School of Accounting, Anhui University of Finance and Economics, Bengbu, China

<sup>2</sup>School of Business Administration, Anhui University of Finance and Economics, Bengbu, China

<sup>3</sup>School of Finance, Anhui University of Finance and Economics, Bengbu, China

## Abstract

This event is of great significance in terms of the topic. Our topic is built on the background of intangible cultural heritage and rural tourism. At present, the inheritance of intangible cultural heritage is increasingly valued by the state and government, so it is very necessary and meaningful for us to study the intangible cultural heritage and rural tourism in Shouxian. In the process of practice, we visited the Shouxian Chu Culture Museum and interviewed the inheritors of Shouxian intangible cultural heritage crafts. Through a series of investigations and studies, we have gained a clearer understanding of the inheritance and protection of Shouxian's intangible cultural heritage. This provides a certain foundation for the protection and inheritance of intangible cultural heritage. During the investigation and research process, team members actively participated and proposed their own ideas, as well as the problems that need to be solved in the rural revitalization of Shouxian County. Inheriting and protecting intangible cultural heritage is not the responsibility of craftsmen alone, but requires us all to work together. I believe that under the leadership of the government and the joint efforts of everyone, the intangible cultural heritage and rural tourism projects in Shouxian will be more and more well-known to people.

## Keywords

Non legacy cultural creations, Shouxian County, rural revitalization.

## 1. Introduction

### 1.1. Research background

#### 1.1.1. Event Background

At present, China has fully built a moderately prosperous society, which means that under the current standards, the rural population has achieved complete poverty alleviation and removal. At the same time, within the scope of poverty alleviation related regions nationwide, infrastructure such as water, electricity, roads, and gas are gradually improving and optimizing. The basic living conditions in impoverished areas have significantly improved. This has largely changed the poverty problem caused by the external basic environment. In this context, our team began to conduct research on poverty alleviation related issues, analyze relevant data, and understand the effectiveness of poverty alleviation policies.

#### 1.1.2. Policy Background

The report of the 19th National Congress of the Communist Party of China pointed out that the issue of agriculture, rural areas, and farmers is a fundamental issue related to the national

economy and people's livelihood. It is necessary to prioritize solving the "three rural" issues throughout the Party's work and comprehensively implement the rural revitalization strategy. In September 2018, the Central Committee of the Communist Party of China and the State Council issued a notice requiring all regions and departments to conscientiously implement it based on actual conditions. The document points out that "following the development laws and trends of villages, following the ideas of agglomeration and upgrading, integration into cities, characteristic protection, relocation and merger, we will promote classification and create a modern version of the " Fuchun Mountain Dwelling Map "with different characteristics. From this, it can be seen that we should follow the development trend of certain rural areas, develop characteristic cultural industries and tourism industries, in order to drive the development of rural economy.

Our on-site research in Wangjiang County and Shouxian County, Anhui Province will examine the local ecological environment, observe the role of local tourist attractions in the sales of local specialty products, and specifically how to promote economic development.

## **1.2. Research purpose**

### **1.2.1. Collect the social background of the coupling**

coordination between rural tourism and non heritage cultural creations, extract the current development status of rural tourism and non heritage cultural creations from the collected information, think about the future development prospects after the integration of rural tourism and non heritage cultural creations, and what role rural tourism and non heritage cultural creations play in achieving rural revitalization.

### **1.2.2. Review the data on the coupling and coordination of rural tourism**

non heritage cultural and creative industries in recent years, analyze the collected data through data mining and machine algorithms, reveal the connection between rural tourism and non heritage cultural and creative industries, and establish a smart system for non heritage cultural and creative tourism. How to operate the smart system to promote rural economic development after its completion.

### **1.2.3. Combine the surveyed data with the actual situatio**

based on the previous analysis of the coordinated development of rural tourism and non heritage cultural and creative industries in the future, explore solutions to the problems and make research plans for future development, and propose feasible suggestions.

## **2. Research methods**

### **2.1. Literature research method**

Through websites such as Baidu, CNKI, and Zhihu, I have consulted some materials and literature to gain a preliminary understanding of the Wangjiang Cross Flower Craft. We have searched for a large amount of knowledge about the background of intangible cultural heritage, the current situation, prospects, advantages and disadvantages of the Wangjiang cross stitch craftsmanship, and made sufficient preparations for future research activities. And through grouping and summarizing, we analyzed the relevant literature on the Wangjiang cross stitch technology to varying degrees, and gained a certain understanding of the questions and answers that need to be studied.

### **2.2. Questionnaire survey method**

This activity adopts a questionnaire survey method, which involves releasing questionnaires related to Wangjiang Cross stitch to people of different age groups to understand the public's understanding of Wangjiang Cross stitch, the market demand for Wangjiang Cross stitch handicrafts, and the problems that need to be solved for Wangjiang Cross stitch. Through a

questionnaire survey, the most authentic thoughts of the masses were collected to assist team members in analyzing and researching the subsequent data of this project.

### **2.3. Field investigation method**

The team leader issued a vote in the early stage to determine the on-site research personnel. The on-site research was conducted on January 13th and 14th, and sufficient preparations were made for the route, accommodation, and other aspects before the on-site research. Targeted on-site visits and personnel interviews were conducted. Firstly, the team organized a visit to the Anqing Museum, but did not find many works related to the Wangjiang cross stitch craftsmanship. After the visit, the team took a group photo as a souvenir. Then the team members went to the Wangjiang Cross Flower Inheritance Base and collected many exquisite photos of the Wangjiang Cross Flower Inheritance Technology, where they enjoyed the craft up close. I have gained a general understanding of the Wangjiang Cross Flower Craft and its development history. Subsequently, the team went to Wanjiang Vocational School to interview the inheritors and learned about the operation of the inheritance base, including funding sources, business content, inheritance content, benefits, inheritance group composition, social evaluation, and the government's main protection policies and measures for the inheritance of Wangjiang cross flower art.

## **3. The current development status of intangible cultural heritage and rural tourism in Shouxian County, Huainan, Anhui Province:**

### **3.1. Shouxian Ancient City Wall:**

The Shouxian Ancient City Wall was first built in the Song Dynasty and is the most well preserved ancient city wall of the Song Dynasty in China. It is also one of the seven well preserved ancient city walls in the country, one hundred years earlier than the Pingyao Ancient City in Shanxi, and has a very long history.

The construction of this ancient city in Shouxian was initially due to war, and later strengthened due to flood control. The ancient city wall played an important role in military defense and flood control. And the famous battle in Chinese history, the Battle of Feishui, also took place in this ancient city, so its history is very long. However, due to the influence of current natural conditions and historical factors, the development of the ancient city is slow. In addition to the low level of economic development, the tourism development in the ancient city wall is also relatively slow, and even has never been heard of in many people's minds. It is far less well-known than other ancient city walls, resulting in its tourism resources not being maintained and developed, and gradually fading out of people's sight. This hinders the development of the ancient city wall tourism industry and gradually reduces the number of tourists visiting the ancient city wall. Although the Shouxian Ancient City Wall was included in the World Heritage Reserve list in November 2012, Anhui Province began construction of the Shouxian Ancient City Wall maintenance and renovation project in 2013.

### **3.2. Shouxian Bagongshan tofu production skills:**

Daquan Village in Bagongshan Township is known as the "Chinese Tofu Village" and is the birthplace of Chinese tofu. Bagongshan tofu production skills is a national intangible cultural heritage. At present, most of the Bagongshan tofu is made by machines, which is faster, time-saving and labor-saving than the traditional production. However, the traditional Bagongshan tofu production technology requires manual production, which is complex, labor-intensive, and low production volume, resulting in low income and profit. Therefore, few young people nowadays are willing to inherit their craft. In addition, its market sales range is limited, and there is a phenomenon of confusion in the market. Once people buy inferior products, it will inevitably affect the brand reputation, and the number of people buying this tofu will be greatly

reduced. Finally, tofu is not well stored and transported, resulting in a reduction in sales scope. In a word, the production skills of Bagongshan tofu can not be well inherited, and the sales market of the produced tofu is limited, which is not conducive to the development of Bagongshan tofu brand, and this intangible heritage can not be well protected and inherited.

## **4. Analysis of the current situation and influencing factors of the coupling development between intangible cultural heritage and cultural tourism**

### **4.1. Development status**

Under the integration of culture and tourism, intangible cultural heritage+rural tourism is a current trend in tourism development. Faced with the fierce competition environment in the tourism market, various regions actively explore new ideas for the development of rural tourism, clarify the current situation of rural tourism development, and explore new development ideas from the perspective of intangible cultural heritage in response to the existing situation and problems and shortcomings encountered in different regions.

In recent years, the government has actively promoted the integration of "intangible cultural heritage+cultural tourism", and "intangible cultural heritage+tourism" has gradually become a new way of cultural tourism development in various regions. The integration of intangible cultural heritage and tourism not only increases the cultural experience of tourists, but also provides a stage for the display and a new path for the inheritance of intangible cultural heritage. In recent years, both in theoretical research and practical aspects, the combination of intangible cultural heritage and tourism has become a norm, with a high degree of compatibility and a dynamic attribute. The combination extends into a product format, with great development space and value. Although the country has vigorously promoted and issued corresponding policies, people still have little understanding of relevant aspects. The survey data shows that about 46% of people have some knowledge of the coordinated development of intangible cultural heritage and tourism, while only 11% are very familiar with it. In addition, existing research mainly focuses on the type structure, spatial distribution, and tourism utilization of intangible cultural heritage. The evaluation and research on the coupling relationship and coordination degree between intangible cultural heritage and tourism industry are still weak. Therefore, there are still certain problems in the representativeness and adaptability of the development of intangible cultural heritage and tourism industry in different regions. The survey shows that about 45% of people believe that the current situation of the coupling development between the two is relatively average, and there are certain shortcomings in the coordinated development of the two. Among them, about 26% of people believe that the government's propaganda efforts are insufficient, and 22% of people indicate that it is difficult to grasp the mechanism of heritage management and tourism management.

While the rapid development of intangible cultural heritage+cultural tourism brings benefits, there are also some practical problems that need to be solved. For example, with the development of the Ministry of Social Affairs, the attractiveness of scenic spots continues to decline, the quality of tourists is uneven, and market competition is becoming increasingly fierce. Due to the impact of some negative factors, certain regions have many practical problems such as low overall quality and lack of facilities and equipment related to rural tourism development. At present, the development of non legacy travel associations still needs to clarify their own positioning and constantly innovate in seeking truth.

### **4.2. Factor analysis**

The coupling development of intangible cultural heritage and cultural tourism is self-evident, with a focus on intangible cultural heritage and tourism. Based on the current situation, the coordinated development of intangible cultural heritage and cultural tourism is a core feature

of the new approach to rural tourism development. However, people have little knowledge about cultural tourism and intangible cultural heritage, and their coupled and coordinated development is not well understood. Therefore, it can be seen that the level of government intervention and related publicity efforts are still lacking. A certain amount of government intervention and extensive publicity will promote intangible cultural heritage culture to a certain extent, while increasing people's awareness, highlighting the advantages and characteristics of their coordinated development, and thus attracting a lot of attention.

The coupling development of intangible cultural heritage and cultural tourism is already in line with the times, so it is also very important to grasp the mechanisms of heritage management and tourism management. This will determine whether the timing of their integration is appropriate, whether their application is appropriate, and whether the subsequent effects are significant. In addition, the fit between the two is also important, and the integration of the two also requires ensuring their own characteristics. For intangible cultural heritage, as a heritage type culture, if it stays at the cultural level, it loses its original attributes of life and production, and also loses its value and significance in line with the market. For tourism, with the continuous progress of society and the development of the times, it has developed into various experiential forms, but it is still highly related to the six elements of clothing, food, housing, travel, shopping, and entertainment. When intangible cultural heritage has a certain value and is matched with the actual situation, can be well combined with tourism and in line with market choices, the coordinated development of intangible cultural heritage and cultural tourism will achieve maximum effectiveness.

## 5. Summary

Shou County has not only Anhui Chu Culture Museum, Shou County Qiancai Garden Ecological Farm, Shou County Ancient City Wall, Huainan Bagong Mountain and other tourist attractions with regional cultural characteristics, but also Bagongshan tofu, Great Rescue, Shou Culture and other intangible cultural heritage. These rich cultural and regional resources are the foundation for the development of non heritage cultural and creative tourism in Shouxian, but there is still a considerable way to go to truly drive the economic development of Shouxian through non heritage cultural and creative tourism. Developing non heritage cultural and creative tourism in Shouxian is not only beneficial for its economic development, but also for promoting the unique regional culture of Shouxian.

As one of the seven key tourist cities in Anhui, tourism is the golden signboard of Shouxian. Shouxian is the hometown of Chinese Chu culture, the birthplace of tofu, and the ancient battlefield of the Feishui War. The Shouchun Chu Culture Museum collects more than 160 national first-class cultural relics, among which the Shouxian Ancient City Wall, built in the Song Dynasty, is currently a well preserved ancient city wall in China. It also has both defensive and flood control functions, and is the standing golden city wall of Shouxian. The ancient city wall of Shouxian has four doors, each with different meanings and stories, and each brick bears witness to a wonderful history.

Shouxian County is well aware that convenient transportation is also a major factor in tourism. The new city focuses on both cultural and tourism, with the new city facing south and cultural and tourism facing north. With Yanliu and Liugang towns in the south as the center, it will jointly build an industrial park with Hefei, opening up a new development situation. Nowadays, after the opening of Shanghe Hangzhou, the distance from Shouxian Station to Hefei South Station is only 50 minutes, belonging to the Hefei one hour urban circle. The construction of rail transit and fast track has also laid a good foundation for cultural tourism.

In addition to the ancient city walls, Shouxian County also focuses on building the culture of ancient towns, with Shouchun Town, Yinxian Town, Zhengyangguan Town, Wabu Town,

Anfengtang Town, Wabu Town, etc. as the pinnacle to create a comprehensive development, explore tourism resources, improve the living environment of residents, and enhance the quality of tourism in the entire county. At present, although Shouxian County has tourism resources such as Shouxian Ancient City Wall, Zhengyangguan Old Street, Huainan King's Tomb, Yinxian Old Street, Confucius Temple, Anfengtang, Chu King's Tomb, Bao'en Temple, etc., it has not formed a good connection between development and scenic spots, and it is also difficult for scenic spots to achieve effective economic transformation. As a result, developers are cautious about investing in hot money to enter the Shouxian County market, and currently it is still a government led transformation and upgrading.

Although many scenic spots in Shouxian are currently underdeveloped, it is precisely because of this that they have a unique flavor. The ancient city walls and old streets, the leisurely strolling town residents, the weeds in front of the pass, and the mounds next to the ancient tomb have become the dream places for self driving tours. Listening to stories in Anfeng Tang, drinking tea in Zhengyangguan Old Street, and watching the sunset on the ancient city walls also have a unique taste. I believe that if Shouxian can truly achieve the coupling of tourism and non cultural relics, It will definitely promote the development of Shouxian's tourism industry and drive the common prosperity of Shouxian's culture and economy!

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