

## The Development and Protection of Rural Folk Culture Tourism Resources

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**Abstract:** With the rapid development of rural tourism in recent years, it is inevitable that the homogenization of tourism products and the destruction of the original ecological resources in rural areas appear. It is an important prerequisite for the further healthy development of rural tourism to excavate the tourism resources of rural folk culture in depth and make rational development and utilization. Based on this, this paper mainly analyses the composition and characteristics of rural folk culture tourism resources, and how to develop and protect rural tourism in the process of development, in order to better promote the development of rural economy.

### 1. Introduction

The first paragraph after a heading is not indented (Bodytext style). With the implementation of the strategy of rural revitalization, the development of rural tourism in China has maintained a good state of sustainable development in recent years. At the same time, due to the pressure of life and work, people pay more and more attention to leisure and health tourism, urban residents become the main force of rural tourism. According to the statistics of China Business Industry Research Institute, the income of leisure agriculture and rural tourism in China was 240 billion yuan in 2012 and more than 800 billion yuan in 2018. It is estimated that by 2022, the income of rural tourism will be nearly 1180 billion yuan. Relying on the superior natural environment and profound cultural heritage of rural tourism, tourism resources integrating rural folk culture are particularly favored. Therefore, under the strategic background of rural revitalization, it is of great practical significance to study and analyze rural folk culture tourism and explore the way of rural revitalization, so as to meet the increasing tourism demand of tourists and promote the development of rural economy.

### 2. Tourism Resources and Characteristics of Rural Folk Culture

Rural folk culture tourism is a new mode of rural industry development which integrates rural folk culture and tourism industry [1]. Rural folk culture tourism resources belong to rural culture tourism resources. Rural cultural tourism resources have the commonness of tourism resources and cultural resources [2]. Only those with local cultural characteristics, attracted by tourists and exploitable for tourism can be called rural cultural tourism resources [3]. The use of rural folk culture resources can develop high value-added rural tourism products, help to create a new rural economic growth point, and promote the industrialization of rural tourism.

Rural folk culture tourism resources have the following characteristics.

#### 2.1. Uniqueness

Rural folk culture tourism resources include clothing, food, houses, festivals, rituals, etc. On the one hand, the resources and activities based on these folk culture reflect the authenticity of rural life, the tradition and fashion of rural culture, but also reflect its uniqueness, avoiding the

homogenization development of rural tourism.

## **2.2. Regionalism**

China is vast in territory and rich in tourism resources. Different regions have cultivated distinctive local customs. In the communication and exchange of culture, folk culture is rooted in the original soil and becomes one of the most attractive tourism resources in the development of rural tourism.

## **2.3. Mystique**

A lot of folk culture with a long history has certain mystery, and has developed into a fixed ceremony, activity, etc., which has become a kind of living inheritance with complete form and rich connotation. These mysterious folk cultural tourism resources arouse the curiosity of tourism consumers and promote the development of rural tourism.

## **3. Types of Rural Folk Culture Tourism Resources**

According to the characteristics of rural folk culture tourism resources, rural folk culture tourism resources can be divided into the following categories.

### **3.1. Clothing and Food**

Clothing folk custom can reflect the natural environment, economic conditions, cultural accomplishment and aesthetic concept of a region and a nation. In order to adapt to the living environment and production life, different ethnic groups have formed their own unique clothing and food culture in different historical periods, and combined with aesthetics, etiquette, taboo, etc. Therefore, in different festivals, special weddings and funerals and other activities, a custom system has been formed. Through observation, participation and experience, rural tourists can deeply understand the form and connotation of rural folk culture, enhance the interest of tourism activities, and enrich the historical and cultural knowledge of tourism consumers.

### **3.2. Vernacular Dwellings**

Vernacular dwellings is an important living space for human beings, which embodies the continuous progress of human art, culture and technology. The artistic and intuitionistic characteristics of folk houses can fully show different regional customs and form better landscape effect. For example, diaoshui building and Tulou in the south of China, yurts of nomadic people in the north and caves in the northwest have different styles and characteristics, but they all bear the heavy development history of different regions and agglomerate human civilization.

### **3.3. Festivals and Celebrations**

Festival celebrations can reflect the connotation of rural folk life and folk culture. People understand the origin and development of rural folk culture through the ceremony and activities of festivals, traditional diet and clothing. Festival celebrations have strong characteristics of participation and enhance the experience of tourism consumers. Tourists can not only understand the local folk culture, but also enhance the connection between each other and get a happy feeling of leisure. Therefore, folk culture tourism resources of festival and celebration have become a very important part of rural tourism.

### **3.4. Folk Art**

There are various forms of folk art in China's rural areas, including folk music, dance, quyi, art and other forms, with various types, a long history, distinctive features and unique charm. The representative ones include Kunqu Opera in Suzhou, Qinqiang and waist drum in the northwest, long tune of Mongolian, Hebei Bangzi, Shandong Dagou, songs and dances of various ethnic groups and local folk arts, all of which give people beautiful enjoyment and meet people's spiritual needs. Therefore, it has become a key development project of rural tourism development in China.

## **4. Development form of Rural Folk Culture Tourism Resources**

### **4.1. Souvenirs**

Tourism shopping is an important part of the development of tourism economy. It is an important driving force for the development of tourism industry to promote tourism consumption and enhance the satisfaction of tourists. With the rapid development of China's tourism, the proportion of tourism shopping in tourism consumption shows a significant upward trend. However, compared with the tourism in developed countries and regions, there is still a large gap. Moreover, at present, the homogenization of tourist souvenirs is serious, lacking of specific tourist image and regional traditional elements, and it is difficult to embody human feelings in tourist souvenirs, which makes it difficult for users to choose the same souvenirs [5]. Therefore, in the design and development of tourist souvenirs, we should fully integrate the traditional regional culture, follow the rules of market development, innovate according to the needs of consumers, reflect the local characteristics and national characteristics, at the same time, we should consider the practicality and commemorative significance of commodities for diversified development, fully consider the cultural connotation and emotional and cultural needs of consumers, as well as in life The actual needs of tourism souvenirs and other elements, from the appearance function, material function and spiritual function of three aspects of the concept of integrated design of products [4].

### **4.2. Village Homestay**

With unique cultural characteristics and multi folk culture, homestay resources have become a bright spot in the development of rural tourism, and are favored by tourism consumers in the tourism market. There are many forms in the development of rural residential industry. The Spanish rural hotel industry based on the ancient castle is called the ancient castle tourism, the Australian rural hotel industry based on the forest park is called the green tourism, the French rural hotel industry based on the old manor is called the manor tourism, and the Chinese Taiwan rural tourism industry based on the residential buildings with certain scale and grade is called the homestay tourism. The design of homestay should not only reflect the cultural elements and distinctive features, but also consider the full integration with the natural environment. In the 2016 "Jidi Jipin" top ten theme homestay selection of Jilin Province, the flower sea integrated house transformed from container in Changchun Yuanshan Lake agricultural park has become a distinctive homestay. Each room has an independent viewing platform facing the natural landscape of flowers and trees, the rooms are fully close to nature, and tourists can experience fruit and vegetable picking and other activities [6].

### **4.3. Agritainment**

Agritainment refers to the economic entity that relies on the unique natural and cultural resources of the countryside to form tourism attraction and provide tourists with entertainment, accommodation, sightseeing, catering and other services. Agritainment was first developed in Spain in the early 1960s. Through the transformation of its own houses to provide accommodation, and to provide guests with hiking, horse riding, mountaineering, rafting, participation in agricultural activities and other projects, it gradually started the rural tourism mode of agritainment, and gradually expanded its influence. It has formed a unique development mode in the United States, France, Japan, South Korea and other countries.

By making full use of its natural and human resources, agritainment organically combines the primary industry and the tertiary industry. At present, it has become the first choice of tourism products for most of the surrounding cities and plays an important role in the development of tourism. Because most of the agritainment is around the city, the transportation time is short, the consumption is low, the environment is close to the nature, and it has leisure characteristics, so it is chosen by many urban residents for leisure and entertainment on weekends and holidays, and develops rapidly. From 1.5 million in 2013 to 2.2 million in 2017, the number of agritainment in China is as shown in Fig 1. In 2017, the development of rural tourism and leisure agriculture received more than 2.8 billion tourists and more than 740 billion yuan of income, which benefited 7

million farmers [7].



Figure 1. The number of agritainment [7]

#### 4.4. Theme Cultural Villages

The theme cultural villages are mainly planned and designed according to the historical and cultural elements and characteristics of the village formation, such as the red culture theme villages in Yan'an, the bamboo culture villages in Anji, Zhejiang, the Chinese herbal medicine theme leisure farms in Taiwan, the tea culture theme villages in Wuyishan, Fujian, and the ancient architectural culture villages. For example, when planning the development of rural tourism in the theme village of ancient architecture, the development of tourism products in the style of retro and nostalgia is mainly based on the original ecological ancient villages. The residential environment of the theme cultural village has basically maintained the historic and cultural nature of the building, or has been redesigned and constructed based on the style of the ancient building, and the whole village has formed a consistent style. The design of scenic spots in the village and the style of home furnishing in the residence are consistent with the architectural appearance and have integrity. Tourists can learn about the relevant theme culture and folk culture through watching, experiencing and learning, so as to realize the protection and inheritance of folk culture.

### 5. Protection and Development of Rural Folk Culture Tourism Resources

In the process of developing rural tourism, it will inevitably involve the construction of large-scale tourism facilities, attract a large number of tourists, revitalize the rural industry, but also easily cause environmental damage and the depletion of tourism resources and other issues. The rural tourism relies on the natural ecological environment, simple rural life, unique traditional culture and other tourism resources, which need both development and protection, and the pursuit of sustainable development of rural tourism.

#### 5.1. Give Full Play to the Advantages of Resources and do a Good Job in the Overall Planning of Rural Construction

The sustainable development of rural tourism is based on tourism resources. Therefore, according to the development law of tourism market and the change of tourists' demand, we should highlight the advantages of resources, develop and utilize the tourism resources of folk culture according to local conditions, bring the protection of folk culture into the overall planning of relevant regions, and strengthen the resource characteristics and culture of packaging scenic spots. fully excavate the spiritual culture in the traditional rural culture, maintain the original architectural style of the place, and better design a "new" village which is livable, has diversified functions and coordinates with the nature, and does not contradict the traditional rural style.

#### 5.2. Strengthen the Training and Introduction of Talents and Protect the Rural Tourism Environment by Using the Market Rules

We should cultivate high-quality professionals, study the traditional folk culture, and realize the deep excavation and protection of culture [8]. The development of leisure agriculture and rural tourism, in order to achieve standardized management and scientific marketing, also needs high-

quality professionals [9]. Therefore, we need to take a variety of forms to cultivate and absorb talents. At the same time, under the condition of tourism market development, using the law of economic development to control people's use of folk cultural environment resources, so as to carry out tourism activities. For the contradiction between folk tourism economic activities and environmental protection, the use of economic leverage is considered to be a more effective way to protect folk cultural environment. The relevant departments should provide corresponding subsidies, insurance premiums and rewards for the protection of the folk culture environment. The government must formulate a tax system for the rapid application of the folk culture resources. At the same time, it is necessary to establish a fund for the protection of the folk culture environment. For those acts and individuals who maliciously damage the folk culture environment, they must be fined at a high price and required to make compensation.

### **5.3. Improve the Policy and Establish the Sense of Responsibility of the People**

Relevant government departments shall issue relevant security policies, increase subsidies for the protection and development of folk cultural tourism resources in the development of rural tourism, set up special funds, and strengthen the protection of folk cultural tourism resources [3]. In the process of developing rural tourism, we should fully guide, publicize and educate the local residents, objectively face the influence of foreign culture, and learn from the successful experience of foreign culture. Through the development of folklore tourism, to meet the tourists' understanding of folklore culture, to form a new function of folklore culture, so that the people can understand the urgency and necessity of folklore culture and folklore tourism resources protection. For the special and precious folk tourism resources, we should rely on the strength of the government professional departments, with the help of technical and financial advantages to focus on the implementation of protection.

## **6. Conclusion**

Only with the integration of traditional regional culture and folk culture, can rural tourism develop well on the basis of improving transportation, accommodation and other infrastructure, and through the guidance and guarantee of policies. With the full exploitation and utilization of folk culture in the development of rural tourism, the image of rural cultural tourism with distinct characteristics can be formed. Combined with the concept of contemporary health tourism, China's leisure agriculture and rural tourism will surely have a broader development market.

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