

# Research on the Development Strategy of Chizhou Nuo Opera Culture and Tourism

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**Abstract:** Chizhou Nuo Opera, as an important part of China's intangible cultural heritage, is the unity of material civilization and spiritual civilization, as well as a kind of local culture and popular culture, which has high tourism development value. Nowadays, with the acceleration of modernization and the advent of the information age, the status quo of the inheritance and development of intangible cultural heritage is in danger. Based on the analysis of the cultural connotation and development value of Chizhou Nuo Opera, the paper discusses how to excavate the cultural tourism resources of Chizhou Nuo Opera and develop cultural tourism products and projects. Some countermeasures and suggestions are put forward to maximize the benefits of Nuo opera culture dissemination and tourism industry development.

**Keywords:** Chizhou Nuo Opera; Culture; Tourism development

## 1. Introduction

China's Nuo Opera culture not only has a long history of development, but also is deeply rooted in the people and has a broad mass base. In the process of the development of Nuo Opera culture, Nuo Opera culture and other cultures influence each other, making its vitality more vigorous. This unique cultural phenomenon not only enriches the cultural heritage of China, but also injects rich development content into the local tourism industry, which is of great significance for strengthening the vitality of Nuo Opera culture. From the point of the combination of Nuo Opera culture and tourism, Nuo Opera culture can rely on profound culture and relatively broad derivatives, the development of the tourism industry, at the same time, the development of cultural tourism, can provide tourists with more unique, profound tourism experience, also for the spread of Nuo Opera culture and carry forward provides a broader platform. To ensure the sustainable development of Nuo Opera cultural tourism in China, it is very necessary to study the concept, value, and development strategy of cultural tourism in Nuo Opera.

## 2. Nuo Drama and Chizhou Nuo Opera

"Nuo culture" is an extremely traditional Chinese local cultural form, which integrates various local arts and folk customs. The expression form mainly includes Nuo instruments, Nuo customs, Nuo songs, Nuo dances, Nuo drama, and other items. Not only a wide variety of varieties, and different styles, but also its original environment is very intact. It originated from the primitive witchcraft of "driving away ghosts and epidemics". The surface purpose of which is to eliminate disaster, pray for peace, drive away ghosts, expel the plague, and attain the blessing of the gods through such ceremonies, get Yin and Yang harmony, good weather, a good harvest, life, prosperity and to achieve world peace to meet the psychological needs of the broad masses of the people. "Nuo culture" has a long history and spread in China, and is known as the "living fossil" of ancient culture. In ancient China, it was widely used by Chinese ancestors in all aspects of material life and spiritual life, and people tried to plead their good wishes through these mysterious sacrificial ceremonies. In the process of historical development, due to the continuous strengthening of its dramatic elements, "Nuo Opera" is gradually popularized and generalized, and it is called "Nuo Opera". Nuo drama is the carrier of Nuo culture and has evolved from the Nuo instrument. It is a combination of religion and art developed from Nuo dance and Nuo sacrifice, entertaining the gods through specific rituals such as dance and music in the hope of pleasing the gods and receiving blessings from them.

Chizhou is located in the southwest of Anhui Province, which has strong regional cultural

characteristics, including traditional folk arts such as Qingyang Opera, Mulian Opera, and Huagu Opera, among which the most famous one is Chizhou Nuo Opera. As one of the ancient operas in Anhui Province, Chizhou Nuo Opera is the most distinctive regional culture, which has been inherited for at least 500 years. The distribution range of Chizhou Nuo Opera is relatively scattered, mainly spread in the Liujie, Meijie, Tangxi, Maotan, Taopo, and Qingxi areas under the Buddhist temple of Jiuhua Mountain. It is an ancient art form with the clan as the performance unit to invite the gods, worship ancestors, and perform exorcism while wearing masks as one of the distinctive performance characteristics. Chizhou Nuo Opera is divided into three parts: Nuo Yi, Nuo Dance, and Nuo Opera, which will be sung from the 7th to the 15th day of the first lunar month each year<sup>[1]</sup>. The performance is rich in content, both singing and talking and dancing, with a strong color of entertaining the gods and people, not only interpreting the local simple customs and folklore, but also sending people to pray for the coming year, “wind and rain, grain harvest” of the good wishes, loved by the local people.

### **3. The main characteristics of Chizhou Nuo Opera culture**

Since ancient times, Chizhou Nuo Opera has carried the meaning of driving away ghosts and epidemics, and has a high value of folk custom research. It has strong religious attributes, unique native attributes, and profound folk culture attributes. These characteristics make Chizhou Nuo Opera a unique traditional art form, which is worth further understanding and inheritance.

#### ***3.1 Strong religious attributes***

The rich religious attribute is one of the important characteristics of the Chizhou Nuo Opera. Chizhou Nuo Opera is mainly popular in the mountainous areas around the northern foot of Mount Jiuhua. Mount Jiuhua is one of the four major Buddhist holy places in China. Chizhou Nuo Opera is deeply influenced by the Buddhist culture of Mount Jiuhua. It not only has an obvious “Buddha” form in the Chizhou Nuo Opera mask, but also has a strong Buddhist cultural color in the script of Nuo Opera. Secondly, Chizhou Nuo Opera also contains rich Taoist traditions. As a local religion in China, Taoism originated from the primitive witchcraft culture, and was developed in Jiuhua Mountain and other places before the Song Dynasty. Therefore, Chizhou Nuo Opera is influenced by the surrounding Taoist culture and absorbs new cultural elements. With the development of the times and the progress of scientific civilization, the mystery of Chizhou Nuo Opera will dilute the Nuo sacrifice, and integrate the pious and solemn ceremony into the relaxed and pleasant movements, so that the audience can not only release depressed emotions, but also forget the sorrow and achieve happiness.

#### ***3.2 Unique native attributes***

Chizhou Nuo Opera, with its unique original attributes, shows a unique performance system. This form of drama does not depend on any professional performance team or professional actor. On the contrary, it is organized and performed by each clan individually, and each clan has different arrangements in terms of the performance date, repertoire order, performance form, the choice of scripts, singing design, the shape of masks, the choice of costumes and the use of props. This unique way of inheritance has lasted for hundreds of years, and although over time, it is inevitably influenced by some foreign art styles and performance forms, it still retains a very completely traditional style.

#### ***3.3 Rich folk cultural attributes***

Chizhou Nuo Opera also has a strong folk culture attribute. As mentioned in historical records, during the performance, there were grand ceremonies such as “taking the god to the shelves”, “sending the god to the shelves”, “inviting the god” and “facing the temple”. Specifically, in Liujie Township, where Nuo Opera is central, the temple ceremony is very spectacular and magnificent. According to Liujie Township Yao Street “Yao Genealogy Faith” records, every year, the first month (the seventh day), Yuanxiao has two nights of play. In the early morning of the Lantern Festival, it is called Qingshan Temple and Wenxiao Temple, which is called “the temple”. This is a grand art feast integrating vision and hearing. It is a folk sacrificial cultural activity to worship ancestors and perform an exorcism with the clan, which has been continued to this day<sup>[2]</sup>.

#### **4. The development value of Chizhou Nuo Opera cultural tourism**

Chizhou Nuo opera culture and tourism resources for excavation and development, not only can promote China's Nuo opera culture dissemination and promotion, but also China's Nuo opera industry as well as the long-term development of the local tourism industry is of great significance. Specifically, the development value of Nuo Opera cultural tourism is mainly reflected in the following four aspects:

##### ***4.1 Cultural value***

Nuo opera culture in China has a long history of development. It is one of the cultural responsibilities of contemporary people to spread and carry forward this excellent traditional culture. Especially in the context of economic globalization, the cultural exchanges between countries are increasingly frequent, and tourism development provides more and better platforms for the charm of Nuo Opera culture, which plays a significant role for Chizhou Nuo opera culture to the whole country and even to the world.

##### ***4.2 Economic value***

The development of Nuo Opera culture tourism can promote the development of the Nuo Opera industry and local tourism. In Nuo Opera cultural tourism projects, whether Nuo Opera performances or all kinds of Nuo Opera cultural experience activities, can stimulate the Nuo Opera-related tourism commemorative product consumption, at the same time, the development of cultural tourism and development, to expand the tourism market basis on bring more employment opportunities, it is of great significance to boost regional economic growth.

##### ***4.3 Aesthetic value***

In the process of the rapid development of high-grade tourism projects, Nuo Opera cultural tourism projects show their unique charm, which is mainly derived from the aesthetic characteristics of Nuo Opera cultural tourism. In the process of Nuo Opera culture tourism development, project developers presented to visitors exquisite performing arts, costumes of primitive simplicity props, and folk characteristics of stage arrangement, it can not only let visitors explore culture profound cultural background and a unique audio-visual feast for aesthetic experience pleasing to the eye, but also can let visitors take part in the process of appreciating Nuo Opera experience the charm of folk art and charm<sup>[3]</sup>.

##### ***4.4 Social value***

Nuo Opera cultural tourism development, can effectively promote the popularization of Nuo Opera culture in society, and emphasize ethics, local customs, labor wisdom, and the pursuit of harmony, happiness, a good life, etc., it can play the role of social enlightenment, and coordinate the public interpersonal relations, to social purification process of social civilization degree, thus, Nuo Opera culture development and development of cultural tourism, can contribute to the harmonious development of society to be reckoned with.

#### **5. Chizhou Nuo opera culture and tourism development strategy**

With the improvement of living standards, people's pursuit of quality of life will be higher and higher. The rich historical and cultural heritage of Chizhou Nuo Opera provides the necessary conditions for the development of tourism in Chizhou. Chizhou can fully utilize the influence of Nuo Opera culture to shape the city image of Chizhou, develop the related tourism industry, and develop a brand.

##### ***5.1 Emphasize the training and introduction of talents, and set up a professional team to inherit the non-heritage culture***

Chizhou Nuo Opera culture has a long history, which is handed down from generation to generation among various clans, with few written records. Since the 1980s, with time, over time the change in people's life concepts, and the improvement of living conditions, Chizhou Nuo Opera culture has also

changed quietly. Chizhou Nuo Opera is generally only in the annual lunar month of 7 to 15 when singing, performers are all native men, and women cannot attend, even the stage they cannot enter, only in the audience, because of these unwritten rules, Chizhou Nuo Opera inheritance lacks professional performers and with limited communication and interaction with foreign art scenes, leads to its development is severely restricted. Still maintaining the primitive simplicity and mysterious original style.

Given, Because of this, the key to the protection and inheritance of Nuo opera culture at the present stage is the cultivation of professional talents, who are the key factors to determine the success or failure of the tourism development of Nuo opera culture in Chizhou. Nowadays, the influence of Nuo Opera is expanding, and it has attracted wide attention from all walks of life. More and more people actively join the movement to protect and inherit the culture of Chizhou Nuo Opera. At this time, it is necessary to set up a highly educated, high-level Chizhou Nuo drama cultural talent movement, not only to understand the opera culture, and design art, but also to understand the marketing, tourism resources development, management, and other professional knowledge<sup>[4]</sup>. On the one hand, we can properly integrate the contents of Chizhou Nuo opera culture into the local primary and secondary education, such as adding the animated characters of Chizhou Nuo Opera in the art textbook, playing some cartoons with the theme of Nuo Opera, so that the characters and elements from Nuo Opera culture and stimulate their interest in local culture; on the other hand, establish the Nuo opera culture association, organize relevant personnel to discuss and carry out all-round professional training, and even improve the professional level of employees through qualification certification.

### ***5.2 Design rich and diversified tourism paths, and improve the surrounding supporting service facilities***

Nuo Opera is widely distributed in Chizhou city. In addition to its development advantages, it also has unique geographical advantages. Mount Jiuhua, one of the four famous Buddhist mountains in China, is located in Chizhou City. As a famous Buddhist holy land at home and abroad, thousands of tourists from home and abroad come to Mount Jiuhua Mountain to worship Buddha and go sightseeing every year. Especially in the first month of each year, mountain tourism attracts a sea of people, overcrowded. This period, is the ideal opportunity for Chizhou Nuo drama to be staged. But the hometown of Nuo Opera is at the foot of Mount Jiuhua, very far away from Mount Jiuhua. If a tourist road is opened, it can be reached in ten minutes. If the development of Chizhou Nuo Opera and the tourism resources of Jiuhua Mountain are combined, then form the trend of film development, and create a Chizhou Nuo Opera tourism circle with Jiuhua Mountain scenic spot as the leader, it will certainly bring huge economic and social benefits. As a passenger, burn incense and worship Buddha in Jiuhua Mountain during the day, and then see the mysterious style of Nuo Opera in the hometown of Nuo Opera; or directly hold the artistic performance of Chizhou Nuo Opera culture in the nearby popular scenic spots, giving people a feeling of entering the hometown of Nuo Opera once you enter Chizhou. Young people who are used to urban life and are keen on urban consumption will also be curious about the “original” consumption places with local characteristics. This provides a good opportunity for the development of tourism paths and a living environment. In addition, it is also necessary to improve the humanized service by integrating catering, accommodation, shopping, entertainment, and other functions, to fit the living habits of different groups of people and give tourists a warm and unique experience<sup>[5]</sup>. Of course, the premise of realizing this goal is to carry out an all-round three-dimensional development of Chizhou Nuo Opera, requiring local governments to improve the awareness of Nuo Opera development, see the potential of Nuo Opera development, and increase the investment in the development of Nuo Opera.

The development of the Chizhou Nuo Opera culture and tourism combination route needs to follow the following principles: First, the principle of appreciation; closely around the theme of Nuo culture, to provide tourists with an immersive sightseeing experience. For example, according to the distribution of local Nuo culture, in individual scenic spots combined with Chizhou Nuo opera features scenes and characters costumes, props, etc., to create a real atmosphere when the story takes place.

Second, the principle of entertainment; add some exciting and challenging entertainment to the rides, its priority is to convey happiness. The conception and design of each link should consider the infiltration of creative elements related to Nuo Opera, highlight the atmosphere of traditional culture, and showcase the charm of traditional culture.

Third, the principle of participation; in the performance of the artistic activities, it not only needs to integrate into the Nuo Opera culture, but it also needs to enhance the interaction with the audience, to

be unique, and to have great originality.

### ***5.3 Develop and design various forms of Nuo Drama culture tourism souvenirs, and shape the local characteristic brands***

With the rapid development of tourism and the increasingly fierce competition in the industry, people pay more and more attention to spiritual enjoyment while making material consumption. For instance; those common tourist souvenirs in the market indicate the lack of new ideas and inability to adapt to the diversified and personalized needs of tourists. It is undoubtedly a good choice to integrate Chizhou Nuo Opera culture into real life, combine it with tourist souvenirs, and build a characteristic brand, that is not only in line with the regional image, but also has great market competitiveness. Chizhou Nuo Opera is a folk culture with obvious regional characteristics, with a unique image, bright colors, and auspicious meaning, which contains rich design elements. Tourist souvenirs as the carrier of cultural transmission, in the process of development and design, should make full use of Chizhou Nuo Opera culture, with creativity as the center of gravity, considering the consumer psychology of different target groups. Develop rich, auspicious meaning, commemorative significance, collection value, and practical value of tourist souvenirs, highlighting the unique regional, mining tourism market potential<sup>[6]</sup>.

The development of tourism souvenirs in Chizhou, first, Chizhou Nuo Opera culture needs careful screening and refining, choosing design elements that can attract and touch consumers, applied to the design of tourist souvenirs, Let the customers feel the Nuo Opera culture comprehensively and carefully, thus to obtain psychological satisfaction.

Furthermore, attention should be paid to the innovation of Nuo Opera cultural elements, To build a creative industry chain based on Chizhou Nuo Opera animation derivative products, Chizhou can combine the local unique willow, poplar, bamboo and other natural materials, According to the main plays of different characteristics of the animation character design; Or innovate by combining the masks, props and costumes of the selected characters, With Nuo Opera animation characters as the prototype to develop a series of tourist souvenirs such as scenic spot tickets, sightseeing map, mouse pad, backpack and other practical and functional tourist souvenirs, Drive the diversified development of small markets of tourist attractions; last, Can work with fashion brands, Jointly design a series of joint goods, Integrate into the unique characteristics of Chizhou Nuo<sup>[7]</sup>. These products can not only satisfy consumers' pursuit of fashion, but also convey the profound connotation of Nuo culture.

### ***5.4 Establish a folk culture festival with Nuo Opera culture as the theme to attract the attention of tourists***

Characteristic culture festivals are an important means to carry forward, publicize, and promote a certain characteristic culture. As an important part of China's intangible cultural heritage, Chizhou Nuo Opera has a profound cultural heritage, integrating folk customs, folk customs, and people's feelings, and is a precious spiritual food for the local people<sup>[8]</sup>. However, due to historical reasons and secular prejudice, Nuo Opera is passed on from male to female, from inside but not to outsiders, leading to little knowledge outside for a long time, which is a big obstacle to the development of cultural tourism of Chizhou Nuo Opera. Therefore, holding a characteristic cultural festival with Chizhou Nuo Opera culture as the theme can not only expand the influence of Chizhou Nuo Opera, but also accelerate the development of related industries. To ensure the successful holding of the festival to achieve the desired effect, in addition to the theme, time, place, purpose, and purpose of the festival, the following two aspects should be emphasized: First, the organizing committee should be set up. Before the event, make full use of posters, multimedia, network, and information platforms to create public opinion to attract more people to participate. In addition, relevant media and journalists can be invited to follow up on the site to expand the influence and cohesion of the cultural festival, and also invite some tourism units and tourism groups to jointly develop tourism resources and broaden tourism channels. Secondly, the activity schedule and content arrangement should be formulated. This link is the most critical in the whole process of the activity, which determines the success or failure of the whole cultural festival activities. Therefore, it must be carefully planned, carefully organized, and carefully arranged to maximize the market effect. The following is the specific activity plan:

(1) Introduce the history and origin of Nuo Opera: through the explanation of relevant personnel, let participants understand the origin and development process of Nuo Opera, and deeply understand the cultural connotation and artistic value of Nuo Opera;

(2) Visit the Nuo mask exhibition or showroom: let participants appreciate the exquisite Nuo mask, understand the production process and the story behind it, and enhance their love and respect for this traditional art;

(3) Watch Nuo opera performance: organize the evening to feel the unique charm and artistic appeal of Nuo opera. Through this link, I believe that the participants will establish a deep emotional bond with Chizhou Nuo Opera, and lay a good foundation for the subsequent activities;

(4) The worship ceremony: hold the worship ceremony to express respect and pray for this ancient art;

(5) Experience the folk customs, folk customs, and folk conditions, understand the local customs and traditional culture, and enhance the understanding and feelings of the local people.

(6) Mask dance: At the mask dance dancing with local people at night, participants can further enhance their understanding and love of Nuo Opera masks, and also promote communication and interaction.

(7) Rural tourism: In the first two days of the activities, the participants had a deep understanding of the Nuo Drama culture and established a good emotional foundation. At this time, the organization of rural tourism can shorten the distance with the local people, so that the participants are closer to nature and local customs.

(8) Shopping: In the final stage of the folk culture festival, the handicraft market is bound to present a crowded and extremely popular scene. Participants can purchase a variety of exquisite handmade art and special tourist souvenirs as a souvenir of this unforgettable experience. Through the implementation of this link, the purpose of the cultural festival will be perfectly reflected and successfully concluded.

## 6. Conclusion

The development of Chizhou Nuo opera culture tourism is of great significance to the spread of Nuo Opera culture and the development of the tourism industry. At the same time, Chizhou Nuo opera cultural tourism contains rich cultural value, economic value, aesthetic value, and social value, which cannot be ignored. To promote the development of the Nuo opera cultural tourism in Chizhou, developers should adhere to heritage protection as the basis, maximize authenticity, appreciation, interactivity, and innovation, follow the principle of unifying protection and development, and promote the principle of regional cultural symbiosis. In addition, it is also necessary to formulate a long-term development plan, and build the Chizhou Nuo Opera cultural tourism brand based on clarifying the theme of Nuo Opera cultural tourism and conducting a comprehensive evaluation, to enhance the popularity and attraction of the project and achieve the goal of sustainable development. In the process of carrying forward the intangible cultural heritage, it highlights the local unique cultural background and strong humanistic feelings, creates the most memorable experience for tourists, further promotes the Chizhou Nuo opera culture, and promotes the prosperity and development of tourism.

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