

An Analysis of the Development Path of Festival Cultural Heritage in Tourist Destinations——Taking Huangshan City as an Example

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ABSTRACT. *In recent years, cultural tourism in Huangshan city has developed rapidly, which has played an important role in promoting the development of city's economy. The local festival is a kind of intangible cultural heritage, which is a significant attraction point of cultural tourism. This paper mainly consists of four parts. The first part mainly introduces the research background and relative research status; The second part is to introduce geographical features in Huangshan city; The third part mainly analyzes the festival tourism market by RMP methods; The last part summarizes this paper. The aim of this paper is to explore the development path of festival cultural heritage in tourism destinations.*

KEYWORDS: *Cultural heritage, RMP, Tourist destination development*

1. Introduction

The protection and inheritance of intangible cultural heritage in China has begun to receive the attention of the government. After exploring the preservation situations of intangible cultural heritage, the cultural Ministry has established four forms of protection mechanisms, including rescue protection, overall protection, productive protection and digital protection [1]. The uniqueness and scarcity of intangible cultural heritage make it attractive to tourists and increase their interest in tourism. The economic income of cultural tourism directly affects residents' attitude towards the protection and inheritance of cultural heritage and inheritors. Therefore, under the premise of intangible cultural heritage from destruction, cultural tourism is an important path of Intangible Cultural Heritage Inheritance and development. Due to the regional nature of intangible cultural heritage, most of researches on cultural tourism also have regional characteristics. X.Q. Long and X.M. Jiang introduced reconstruction principles of intangible cultural heritage protection in tourism development in the Tujia minority area [2]. H.M. Zhang and S. Li analyzed the

development trend of cultural tourism with wine making processes in Ningxia province [3]. P. Li analyzed the intangible cultural eco-tourism situation in Inner Mongolia area [4]. In addition, there are a few scholars [5-8] who discussed the intangible cultural heritage resources and the development path of cultural tourism from the perspective of China.

As a cultural resource, Festival cultural heritage is inherited in the process of people's production activities, which has the characteristics of liveness and collectivity. It is an important form of cultural tourism for tourists to participate in festivals and experience festival culture in the process of tourism. From the perspective of tourists, the festival is the tourism attraction [9], which affects tourists' decision on whether to go to the tourism destination. From the perspective of tourism destination, the festival is the marketing tool of attracting tourists. The development of Festival cultural heritage is not only a significant way to inherit and develop intangible cultural heritage, but also an effective way to improve the popularity and economic benefits of tourist destinations. Based on the above, this study takes Huangshan City of Anhui Province as the research area to explore development paths of festival cultural heritage in tourism destinations.

2. Regional overview

Huangshan City is located at the junction of Anhui, Zhejiang and Jiangxi provinces, with a total area of 9807 square kilometers, known as Huizhou culture. Huangshan scenic spot in Huangshan City is recognized as natural and cultural dual heritage in the world. Xidi and Hongcun are world-class cultural heritage. There are 90 national and provincial intangible cultural heritages in Huangshan City, which has the largest number of intangible cultural heritages and the richest categories in Anhui Province. Traditional medicine, art, music, dance, drama, and folk festivals in Huangshan have regional characteristics of Huizhou, showing the unique charm of Huizhou culture. In recent years, rising concerns of intangible cultural heritage has become a cultural driving force for the development of tourism in Huangshan City.

3. RMP analysis of Festival cultural heritage tourism in Huangshan City

RMP theory, putting forward by Professor Bihu Wu, emphasizes that regional tourism products present structural surplus at present. In the process of tourism products development, the research paradigms of this theory is that analyzing tourism resources and tourism market firstly, on this basis, carrying out products' analysis, and finally formulating tourism development strategy. The analysis of the tourism resources of Festival cultural heritage is to summarize types of Festival cultural heritage. The market analysis of Festival cultural heritage tourism is to explore the festival behavior preferences of the target tourists through market survey. The analysis of Festival cultural heritage tourism products is to further develop Festival cultural heritage resources with economic and cultural value, and to construct festival tourism product system with local characteristics based on the investigation of resources summary and market exploration.

3.1 Resource analysis

With a long history of intangible cultural heritage, Huangshan City is the birthplace of Hui culture. The Festival is intangible cultural heritage which is a reflection of Huizhou history accumulated. At present, there are six provincial intangible cultural properties in Huangshan: "Huizhou ancestral sacrifice", "Xuanyuan carriage festival", "Poxi River lamp festival", "Shangjiu festival", "Qiyun mountain temple festival", "Five blessings festival", "Zhouwang God festival". Two municipal intangible cultural properties: "Ding Xuan festival" and "flower lantern festival". From the perspective of time line, Huangshan Festival cultural heritage has a long history that "Zhouwang God festival" originated in the Western Zhou Dynasty. There are many festivals originated in Tang and Song dynasties. In terms of festival content, most of Huangshan festivals are held to commemorate ancestors or immortals, which have strong Huizhou lineage belief and Chinese religious culture. In terms of geographical distribution, festivals are mainly distributed in Huangshan District of Huangshan City, which is rich in natural tourism resources. The closed geographical structure make the Festival cultural properties of Huangshan District completely are preserved.

Table 1 Festival Cultural Heritages in Huangshan area

Num.	Title	Dynasty	Address	Level
1	Huizhou ancestral sacrifice	Ming	Yi County	National
2	Xuanyuan carriage festival	Tang	Huangshan district	Provincial
3	Poxi River lamp festival	Qing	Huangshan district	Provincial
4	Shangjiu festival	Tang	Huizhou district	Provincial
5	Qiyun mountain temple festival	Tang	Xiuning district	Provincial
6	Five blessings festival	Song	Huangshan district	Provincial
7	Zhouwang God festival	Zhou	Huangshan district	Provincial
8	Ding Xuan festival	Ming	Huangshan district	Municipal
9	flower lantern festival	Song	Huangshan district	Municipal

3.2 Market analysis

According to the tourism statistical data provided by Huangshan Tourism Bureau, this paper selects two major tourism economic development indicators of Huangshan in recent three years, namely "total tourism revenue" and "total tourist arrivals", and summarizing the current situation of Huangshan Tourism market. From following table, we can see that the year-on-year growth of total tourism reception revenue is respectively 13.1%, 12.3%, 12.4%, and 13.2%, and the year-on-year growth of total tourist arrivals is respectively 10.3%, 12.9%, 10.2%, 10.6% from 2014 to 2018. In the past five years, Huangshan City's total income and total tourist arrivals have been increasing which shows the tourism market has developed rapidly.

Table 2 Tourism statistical data (2014-2018)

Time	Total tourism revenue(billion)	Total tourist arrivals(million times)
2014	354.4	41.65
2015	400.75	45.94
2016	450.1	51.87
2017	506.11	57.77
2018	572.76	63.88

This study analyzes tourism big data reports published by Huangshan Municipal Government in the past five years, summarizing the data analysis of the main tourist source market. From the perspective of age, the tourists in Huangshan City are mainly young people, 60% of them are under 35 years old, and tourists over 65 years old basically remains at about 3%. Young people are more interested in exploring something that they haven't seen before. From the perspective of educational level, the tourists with bachelor's degree account for 50% of the total tourists. Tourists with high educational level may have higher spiritual pursuit and stronger interest in Culture value during the journey. From the perspective of gender, the proportion of male tourists in Huangshan City is slightly higher than that of female tourists in the past five years. Men have more energy to explore the small scenic spots after climbing Huangshan mountain. From the perspective of travel motivation, tourists are more interested in Huangshan natural tourism and Huizhou Culture. The Festival cultural heritage is a kind of manifestations of Huizhou Culture. Based on the research mentioned above, main target market tourists have following features: age under 35 years old, high educational level, and high interest of Huizhou culture.

3.3 Product analysis

After fully analyzing the unique resources and market situation of Huangshan Festival cultural heritage, exploring paths to develop Huangshan city's festival cultural tourism.

(1) Building government-orient festival market.

The government plays an important role in the development of tourism in China. On the basis of protecting Huizhou festival culture, the government should vigorously promote the development of festival tourism, making policy, attaching cooperation and building platform. In addition, Government can attach importance to the power of non-governmental organizations and private enterprises, encouraging entrepreneurs to invest festival cultural tourism. Moreover, keeping cultural exchanges among areas of various festivals, which can avoid the similarity of festival tourism products.

(2) Reappear the cultural value of festivals.

The formation of traditional festivals in Huangshan City is a long-term process of accumulation and cohesion of Huizhou's historical culture and clan system. The ancestral hall of Huizhou is not only the reflection of the clan system, but also the main focus of in ancient villages tourism. The national intangible cultural heritage "Huizhou ancestral sacrifice" is the largest worship ancestor festival in Huizhou. It is usually held in the ancestral hall, and the sacrificial process is solemn. "Huizhou ancestral sacrifice" is a typical embodiment of culture and ritual in Huangshan city. It is a way to combine the festival culture with tourism that tourists watch the ancient clan sacrifice process and experience the cultural value in the process of ancient village tourism. The provincial intangible cultural heritage "Xuanyuan carriage festival", "Poxi River lamp festival" and "Five blessings festival" are all located at the foot of Huangshan Mountain. With the advantage of the close distance of Huangshan scenic spot, the tourists can be guided into the village by posters during the festival, which is the most effective way to attract visitors.

(3) Upgrade festival tourism market.

Festival tourism is a big stage of experience economy. Around "experience", festival host places pay more attention to tourists' spiritual pleasure and satisfaction. In a certain period of journey time, visitors' Multi-dimensional contact experience can promote their recognition and satisfaction of Huizhou festival culture, which is conducive to the brand communication of Huizhou festival tourism. According to the age, tourists are divided into youth, middle-aged and elderly markets. Combined with VR, AR and other technologies, virtual game products are developed for young tourists; social atmosphere festival products are developed for middle-aged tourists; nostalgic festival products are developed for the elderly. In addition, cooperating with Huangshan scenic spot to create a "festival tourism cooperation" mode is also a development way.

4. Conclusion

The festival is an important part of intangible cultural heritage. The festival cultural resources in Huangshan City are rich, while its brand awareness is relatives small and its tourism development is in the elementary exploitation period. Based on the investigation of Huangshan Festival cultural heritage resources, this paper discusses the current situation of Huangshan Festival cultural heritage, analyzes the tourist market of Huangshan City, and puts forward constructive suggestions for the tourism development of Huangshan Festival cultural heritage.

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