

Analysis on the Promotion Strategy of Local Folk Culture——Taking the Xunbu Folk Culture Village in Quanzhou as an example

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Abstract: This paper takes Xunbu Culture Folk Village in Quanzhou as an example to analyze the development status and marketing promotion status of folk culture in Xunbu Folk Culture Village. And it analyzes its development, marketing promotion and protection of non-material through ASEB raster method, and then put forward corresponding countermeasures and suggestions, and provide lessons for the promotion of folk culture in other places.

Keywords: Xunbu, folk culture, promotion, marketing strategy.

1. INTRODUCTION

Under the current wave of global economic development, countless folk cultures are facing the danger of disappearing. Folk culture is one of the social ideologies and an entry point for studying local culture and regional characteristics. As an important part of traditional village culture, there is an inseparable relationship between folk culture and the evolution and development of traditional village forms. With the acceleration of economic globalization, urbanization accelerates construction, and various factors affect traditional villages. The survival and development of the folk culture of the posture, the essence of some traditional folk culture is preserved and transformed and applied in modern society, which has great significance for the inheritance of local and even regional history and culture. At the same time, the contradiction between urbanization process and traditional village protection has become more and more obvious. How to protect folk culture, defend the independence of regional culture and maintain cultural diversity has become a major issue facing the present. Therefore, the protection and development of folk cultural heritage has also brought new opportunities and challenges, promoted folk culture, promoted cultural identity, and promoted the development of tourism and related economic and cultural industries, thus successfully protecting and developing local folk customs and traditional culture. It is very important in today's era and has strong practical significance.

2. OVERVIEW AND DEVELOPMENT STATUS OF THE XUNBU FOLK CULTURE VILLAGE IN QUANZHOU

The Xunbu Folk Culture Village is located in the southeast of Fengze District of Quanzhou City. It is located at the north bank of the junction of Jinjiang and Quanzhou Bayou. It is backed by mountains

and faces the sea. Xunbu began to develop in the Tang and Song Dynasties and has a history of more than a thousand years. Because of its geographical importance in Quanzhou, Haikou, Jinjiang, was once the jurisdiction of the ancient thorny port. Quanzhou. "The Maritime Silk Road is a gathering place for foreign fan merchants. It is a sea-going city. It witnessed the prosperity history of the ancient Quanzhou Port in the Song and Yuan Dynasties and is an important part of Quanzhou's "Hai Si" culture. With modernization Development, Xunbu became a Xunbu community. The unique geographical conditions have enabled the Xunbu community to be built into its rich history and culture, retaining unique visual marks and cultural characteristics, and possessing rich folk tourism resources. The original traditional customs of Minnan, among which the goddess of the sea is the most unique. The Mazu is the main god and landlord of the Xunbu. As a seafarer who eats the sea by sea, the Mazu belief has always been the spiritual comfort of the people of Xunbu. The folk beliefs flourished, and there are 14 palaces and temples dedicated to the gods, Mazu, Wangye and other gods. Among them, the Shun ji Palace dedicated to Mazu is the central place for religious and cultural activities in the protection and rectification planning of the Xunbu Folk Culture Village. It was built in the Ming Dynasty, and has since been rebuilt several times to form the scale of today. The folk beliefs and intangible cultural heritage of Xunbu, It is the two business cards of Xunbu. The profound heritage of traditional customs, the official brand of intangible cultural heritage and the opening of the economy have contributed to the rich tourism resources of the Xunbu in the modern context.

In 2015, the earliest non-profit cultural site in Zhangpu was built to receive foreign tourists. At the beginning, there was less traffic. In the past three years, tourists have gradually increased. The protection and inheritance of intangible cultural heritage has accelerated. The combination of folk beliefs and intangible cultural heritage accelerates the protection and inheritance of intangible cultural heritage. In recent years, Huang Chen, a female clothing distributor, has actively promoted the women's customs of the Whampoa and established the Whampoa Women's Apparel Production Center. His works have been collected by experts at home and abroad to participate in exchange activities overseas. He also received two apprentices and passed on the production techniques of women's clothing in Xunbu. Wang Yongyue, the leader of the cultural development of Xunbu Community, launched the Quanzhou Shengpu Ancient Village Development Culture Co., Ltd. two years ago. The company plans to plan the scope of 189 mu of protected areas. First, it will sign the right to use and management rights with the owners of the ancient scorpion, and repair and protect the remaining traditional oyster shells in Xunbu. Secondly, attract merchants to settle in, and match the industrial chain. In the end, the company has 20% of public welfare stocks. In order to solve the problem of old-age care for the elderly in the community, the current Xunbu Ancient Village Cultural Development Co., Ltd. has won investment.

3. PROBLEMS IN THE DEVELOPMENT OF FOLK CULTURE IN XUNBU

3.1 The government pays insufficient attention

Although since 2004, due to the state's emphasis on intangible cultural heritage, Quanzhou's relevant authorities have increasingly attached importance to the protection of traditional folk customs in Xunbu, and in 2008 listed the Xunbu clam shell and the Xunbu women's clothing as municipal non-governmental. Material cultural heritage. However, the government has not paid enough attention to

the development of folk tourism in Xunbu. Not only has its folk tourism resources been well developed, but also the supporting facilities such as eating, living and transportation are not perfect. In addition, the people of Xunbu are mainly engaged in the processing and selling of seafood. The processed marine by-products such as jellyfish shells and jellyfish shells have become a prominent problem in the ecological environment of Xunbu. Quanzhou is a subtropical marine monsoon climate. It is hot and rainy in summer. The abandoned sea otter shells piled up in the summer exudes a stench of odor, which has a great impact on the living environment of local villagers.

3.2 Lack of professional talents

Quanzhou is a little lacking in the construction of professional teams. In particular, most of the administrative staff engaged in the protection of historical remains are not professional technicians. They do not know enough about the protection object itself, and lack scientific systematic foundation for how to protect the work scientifically. The emphasis on policies and regulations is not high, which is not conducive to the implementation of protection policies and the development of protection work to a certain extent.

3.3 Low visibility of tourism products

The advantages of the cultural and cultural resources of the Yupu have not yet been well transformed into product advantages. The main reasons are threefold: First, the overall image as a tourist destination is not clear enough; second, the historical and cultural folk customs have high values and strong characteristics, but lack of carriers. The distribution is scattered, the capacity is small, and the market is narrow; the third is the small scale of folk tourism resources or lack of rational development and effective integration.

3.4 Insufficient marketing and marketing

From March 15th to 18th, 2018, the Fengze District Government, based on the node of the Folk Culture Tourism Festival. The whole process attracted more than 100,000 visitors to participate in the scene. Sina Weibo, Fenghuang.com and other 8 well-known online platforms broadcast live online for the opening ceremony and the patrol event. The number of online live broadcasts of nearly two thousand people was only on Sina Weibo. More than 1 million people. In recent years, the Fengze District Government has actively engaged in the application of “Haisi”, using the travel websites, WeChat “I Shangfengze”, Weibo and other Internet platforms to develop tourism APPs, and actively launching the cultural activities and tourism strategies of the Xunbu This will enhance the influence of tourism. Despite the government's efforts to build the “Xunbu” folk culture brand, but the lack of strength, the traditional media's publicity effect is far from the speed and speed of online media transmission, but the online media later content is flat, mostly reprinting government policies, news There is no continuous operation and maintenance in the background, resulting in a very good publicity platform being ignored.

4. DEVELOPMENT OF MINHANG FOLK CULTURE AND MARKETING INNOVATION SUGGESTIONS

4.1 Establish a “Quanzhou Xunbu” community museum to increase government participation.

The community museum is the product of the new museum learning movement. It is a dynamic museum that displays the daily life of the community and protects and inherits the material cultural heritage and the intangible cultural heritage in a certain geographical environment. The residents of Xunbu have a strong regional life, and the precious historical evolution, material and intangible cultural heritage possessed by the space have unique and strong cultural heritage. The cultural heritage has great value and can display live historical stories. Marine culture can be displayed as a cultural connotation of the coastal city of Quanzhou. The form of community museums is embedded in the protection of cultural heritage, which promotes the protection of heritage and the inheritance and development of community culture. As the essence of Minnan culture, Quanzhou Xunbu community needs community museums to protect local cultural heritage.

4.2 Improve the cultivation mechanism of cultural inheritors

Many traditional villages in China face the problem of population loss. Most young people choose to go out to work, and some villagers with knowledge and skills seek a more comfortable working environment. Traditional production methods will inevitably be replaced by more advanced production methods in the wave of the times. The Xunbu industry mainly focuses on the fishing, breeding and processing of seafood, introduces advanced technology, centralizes individual households, processes seafood, and injects traditional fishery production methods into the development of new technologies and promotes economic development. At the same time, the use of the Internet's timeliness, universality, and rapidity, the sale of online platforms, promote the economic development of the industry, but also can play a propaganda role, attract talents, and retain local people. In the process of social transformation, the solution to the surplus labor force can be through the development of the tertiary industry, creating the original ecological fishing village, transforming the clam shell into a residential area, allowing visitors to wander around here, live in a small hotel, wear traditional clothes, and The local villagers experienced the work of the sea and the excavation of sea otters to create a leisure tour. This not only improved the income level of farmers, but also transformed the rural industrial structure, developed sustainable agriculture, and at the same time innovated in the design of women's clothing. As a college student or a younger generation, they are more interested in the cause of innovation and have a wide range of social activities for college students. They have their own activities on the relevant network platforms, and enhance their impressions of Xunbu and achieve good publicity.

4.3 Creating a tourism brand symbolized by women's clothing

The tourism image is the overall impression and comprehensive evaluation of tourists and the public in a certain region. It is both objective and can be shaped by various means and ways. “Xunbunv” and “Kekecuo” can represent the image of folk tourism in Xunbu. Because of the costumes and headwear of the “XunbuFemale”, the daily behavior can highlight its external aesthetic characteristics; the historical evolution of the “Xunbu Female”, the interesting news of marriage, the folk customs and so on can tap its deep cultural quality. Promote the popularity of women's brands by planning

various folk culture festivals and media campaigns. As for the inheritance of the crafts of the women's clothing in Fujian, although the government has increased the propaganda in order to save the local traditional handicrafts that are on the verge of disappearing, enter the classroom with traditional costumes, and do "fashion show", hope to trigger local people. Passionate enthusiasm. However, as time goes by, not only are there fewer and fewer people wearing traditional costumes, but the people who will be the "original" xun clothing are even rare. This craft is facing the shackles of loss. According to the needs of the women's head ornaments in Xunbu, we can open up flower beds, plant chrysanthemums, magnolias, scented flowers, frangipani flowers, etc., and set up the theme garden of the Xunbu women's theme, and also cultivate more varieties of flowers. Let tourists learn to experience flowering flowers and flowers.

5. CONCLUSION

Quanzhou has successfully created the image of Hui'an women, and the image of Hui'an women is deeply rooted in the hearts of the people. For example, on the trains from Shanghai Hongqiao to Shenzhen North, there are publicity pictures of Hui'an women in the seats. Earlier, there was a TV series "Little Town Story" which was shot in the background of Hui'an. Quanzhou is the starting point of "East Asian Cultural Capital" and "Maritime Silk Road". As an important part of Quanzhou culture, Xunbu is also a historical witness of "Haisi" culture. It should seize this opportunity and increase the effects of publicity, such as inviting tourist shows, variety shows to film in Xunbu, and even attracting movies and TV dramas to shoot, look for another way to publicize, not just through documentaries and photography. With the development of social media such as Weibo and WeChat in recent years, more people have shared the beauty they have seen in the circle of friends, which has promoted well within their own social scope and is easier to achieve. Effect. For example, Mazu's birthday and patrol celebrations will be attended by many photographers. Therefore, we will build a WeChat public account or Weibo based on the folk culture and tourism of the Xunbu, so that everyone can learn more about the Xunbu, and at the same time, we can also interpret the culture of the Xunbu and expand the Xunbu's social impact. However, the subsequent platforms should be systematically operated and the content should be rich.

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