

Discussion on Developing Rural Tourism by Using China's Agricultural Cultural Heritage

Taking Hai'an in Jiangsu as an Example*

Yutang Chen

Nanjing University of Finance & Economics
Nanjing, China

Abstract—In recent years, people's living standards are improved. Rural tourism, as a new type of tourism, has received more and more attention; but when it comes to the study of agricultural heritage tourism development, there is relatively little discussion. Taking Hai'an in Jiangsu as an example, this paper analyzes the general situation and existing problems of its agricultural cultural heritage, and proposes the use of unique agricultural cultural heritage, Qingdun site and Hai'an Flower-drum, to develop rural tourism, which helps to better protect and inherit agricultural cultural heritage. Meanwhile, it can also create the highlights of local rural tourism, promote economic development, and realize the rural revitalization strategy.

Keywords—*agricultural cultural heritage; rural tourism; rural revitalization*

I. INTRODUCTION

China proposed that the rural revitalization strategy should be implemented with the aim of better solving major problems such as inadequate rural development and imbalanced urban and rural development. Rural tourism can promote the integration of the first, second and third industries, in line with the general requirements of the rural revitalization strategy for the development of agriculture and rural areas in the new era.

Hai'an has a long history and profound cultural heritage. It not only has beautiful coastal scenery, but also has unfolded the characteristic of Lixia water town. There are various types of agricultural and sideline products in farming and fishing. Hai'an also actively responded to the "rural revitalization" strategy, vigorously implemented the "tourism + agriculture" integrated development action, relying on farming culture, pastoral scenery and characteristic cultivation resources, and paying close attention to the construction of the projects of Agritainment. The boom in rural tourism development is obvious. According to Hai'an general tourism plan "three pieces, two districts and a group" structure, Lixia River "Golden Triangle" eco-tourism resort, Chengdong modern leisure agricultural areas, southwest rural holiday film has been initial developed. In addition, regional cultural elements such as Hai'an Flower-drum, hair

*"Postgraduate Research & Practice Innovation Program of Jiangsu Province"KYCX18_1337

embroidery, tie-dye and so on have injected distinctive local characteristics and profound cultural heritage into rural tourism products. This paper will take Hai'an as an example to study the use of agricultural cultural heritage to develop rural tourism in this area.

II. RELATED CONCEPTS

The origin of rural tourism can be traced back to Europe, and the concept was first proposed in Europe more than 100 years ago. In 1885, French aristocrats traveled to suburban villages for vacation, and then this practice gradually developed into the current rural tourism. Under the circumstance of the rural revitalization strategy, the development of rural tourism in China has also ushered in an unprecedented dawn. According to statistics, in 2017, the total revenue of rural tourism in China has exceeded 740 billion yuan, and the total number of tourists reached 2.8 billion.

FAO initiated the GIAHS protection project, and the concept and connotation of agricultural cultural heritage triggered a heated discussion among scholars in the society. In a broad sense, agricultural cultural heritage can be interpreted as "agricultural heritage", that is, a comprehensive legacy of material cultural heritage and intangible cultural heritage with agricultural attributes; in a narrow sense, it specifically refers to sustainable agricultural production systems with biodiversity by FAO and the Ministry of Agriculture and Rural Affairs [1]. This article adopts the former, the agricultural cultural heritage in a broad sense.

III. SIGNIFICANCE OF THE RESEARCH

As a core component of Chinese traditional cultural heritage, agricultural cultural heritage carries the crystallization of ancient wisdom. Hai'an has profound culture. The Qingdun site in its territory is the birthplace of Jianghai civilization. The 6,000-year-old Qingdun culture is compared to "Jiangsu Hemudu". Hai'an is a land flowing with milk and honey. The ancestors have created more than 6,000 years of agricultural civilization on the Middle-Lower Yangtze Plain. The accumulation of agricultural culture has been integrated into the emotional thoughts, production, life,

artistic aesthetics, etc. of various periods, so the amazing agricultural cultural heritage was left. Hai'an is an important hub in transportation. Therefore, its geographical position is superior. It relies on the advantages of Shanghai and Nanjing with big resource of customers. When Hai'an responds to the rural revitalization strategy, the most important smoke-free industry that is most qualified to achieve is the use of unique and rich agricultural cultural heritage to develop rural tourism. At present, the rural tourist spots in Hai'an are as follows: there are 3 four-star, 4 three-star, 3 two-star scenic spots and one national leisure agriculture rural tourism demonstration site, but after visiting these spots, the author found that some tourist spots are not prominent enough. It is a pity that these spots failed to make full use of the unique and rich agricultural cultural heritage to enhance their competitiveness. What's worse, with the continuous advancement of urban industrialization, some agricultural cultural heritage is gradually dying. Thus, carrying out research about the use of agricultural cultural heritage to develop rural tourism in this region can not only protect and give full play to the value of agricultural cultural heritage, but also promote the rapid development of rural tourism and realize rural revitalization.

IV. OVERVIEW OF HAI'AN AGRICULTURAL CULTURAL HERITAGE AND EXISTING PROBLEMS

From a broad perspective, agricultural cultural heritage is a comprehensive system of important material and non-material remains closely related to human farming activities in various historical periods [2]. It covers 10 aspects such as ruins of agricultural cultural heritage, agricultural landscapes, agricultural settlements, agricultural technology, agricultural tools, and agricultural folk culture.

A. Ruins of Agricultural Cultural Heritage

The Lixia water town is also the birthplace of the Qingdun civilization in the Neolithic Age, and the original ecological civilization that originated in ancient times has been passed down to the present. More and more people with breadth of vision believe that the source of Jianghai civilization is in Qingdun.

There are four pottery systems in the pottery excavated from the Qingdun site. The embossing has chords, additional piles and so on; there are various types of horns; there are many kinds of jade tools, including decorative items and tools; the dry-column buildings is also found; in addition, the remains of grain of the stalk-type carbonized rice can be seen. These unearthed relics are the most advanced production and living tools invented by the ancient and hardworking ancestors of the Neolithic Age in Jianghai. They are not only practical but also beautiful. There is no choice but admire the craftsmanship and precision of these things.

Experts and scholars have a very high evaluation of the cultural value of the site. In view of the limited article, only a partial evaluation is given: there are rare carved antlers, and some scholars have said that this provides new evidence for the origin of "hexagrams of the Yi". In addition, the decorative lines inside represent our primitive society "the

highest level of mathematics or geometry research", and carbonized rice conveys the amazing information that the Qingdun ancients began planting rice as early as 5,000 years ago. Its history is as long as Hemudu site in Zhejiang. The ware used at the time was also discovered, indicating that the method of brewing rice wine was developed at that time... The fact that Hemudu has carbonized rice has become a household name, but few know that the Qingdun site also has carbonized rice. Then it is necessary to find ways to increase publicity, build its unique brand value, and raise the awareness of the people about the value of this site.

B. Folklore Agricultural Cultural Heritage

Hai'an Flower-drum combines folk aesthetics with mechanics, techniques and aesthetics. At the time of its origin, the Hai'an Flower-drum was a performance of singing and dancing. Over the past 400 years, Hai'an Flower-drum has been constantly evolving due to the specific natural and cultural environment in this region. In the past, the local people lived by working in the fields and fishing in the river and harbour. Therefore, the folk custom blended the fishing culture and the rice culture. At the local seaside, people usually hold a drum show to celebrate the festival or Sea Sacrificial Ceremony, to pray for peace, and to make a wish. The dance of the Hai'an Flower-drum conveys the life of the villagers in this land flowing with milk and honey and the fishermen's life in the fishing village.

In 2007, Hai'an Flower-drum was the first batch of intangible cultural heritage protection projects in Jiangsu Province. As a representative program in Jiangsu, Hai'an Flower-drum has participated in the opening ceremony of the Beijing Olympic Games at the National Stadium "Birds Nest". This is something that local people are proud of. However, it is not ideal for living heritage. On the one hand, because people have insufficient understanding of their values, their awareness of protection is weak, and there are fewer and fewer people inheriting this skill. On the other hand, people just stay on the level of appreciation of dance, although it is important, relevant dialects, etiquette habits, etc. can't be ignored, because they are also an indispensable part of the cultural heritage. Without this, the dance will lose its unique light.

V. SUGGESTIONS ON THE DEVELOPMENT OF RURAL TOURISM USING AGRICULTURAL CULTURAL HERITAGE

Rural tourism shows agriculture and rural culture. Visitors pay attention to the traditional classic farming production experience. These essences exist precisely as agricultural cultural heritage. Therefore, the focus of developing agricultural cultural heritage tourism and rural tourism is compatible. The development of agricultural cultural heritage as a tourism resource can drive economic growth and provide sufficient funds for the protection of agricultural cultural heritage sites, thus achieving effective protection of agricultural cultural heritage. The development and management of tourism resources should be strengthened, the uniqueness of local agricultural cultural heritage should be highlighted, and the value of cultural heritage such as festival customs, craftsmanship and natural

landscapes of local residents should be enhanced and standardized managed, thus realizing sustainable rural tourism through various means.

A. *Ways to Develop*

The effective way to protect agricultural cultural heritage is to scientifically plan and rationally develop tourism. The development of agricultural cultural heritage in rural tourism mainly includes material and non-material aspects, mainly through cultural tour, folk customs tour and experience tour to highlight the characteristics.

1) *Cultural tour*: Cultural tour serves people to experience cultural connotations thus achieving consumer demand, self-satisfaction and sensory enjoyment. Participation, interaction and learning are important means to attract and enhance the tourist interest. Qingdun culture has a long history, dating from about 4000 BC to 3,500 BC. Every ancient cultural relic is telling a long history and culture. These ancient agricultural civilizations reproduce the agricultural and human landscapes of the original ecology in Jianghai areas. It is advised to increase professional people for explanations, and produce vivid and interesting multimedia videos. Visitors can experience the unique cultural heritage when they are there. These are core competitiveness of rural tourism resources in Hai'an and also is the essence of the difference from rural tourism in other places.

2) *Folk customs tour*: It is suggested that folk cultural heritage tourism resources such as Hai'an Flower-drum should be exploited, through performances, participation, etc. to show the unique charm of agricultural culture in Hai'an area and enhances the attraction to tourists. Especially during the Spring Festival and the Lantern Festival, a large-scale performance was held to tell the story of the Hai'an Flower-drum. Enhance interactivity and encourage visitors to participate in it, can not only help us exercise, but also increase communication and let us feel the joy of this folk sports. In addition, it is possible to specialize in making some handicrafts related to the drums, such as mobile phone pendants, fans, etc., to make people's impressions of Hai'an Flower-drum deeper. People buy souvenirs to give their relatives and friends as gifts, this also expand the publicity of Hai'an Flower-drum.

3) *Experience tour*: In the development of agricultural cultural heritage tourism, the tourist experience project should be the main one. The heterogeneous culture is the strongest tourist motive of agricultural cultural tourists. The experience tour mainly meets the tourists' curiosity about heterogeneous culture and attaches importance to their experience in the activity. Therefore, in the experience tour, it is necessary to strengthen the participation of tourists, so that they feel that they are the protagonists. It is not wise to be limited to exhibiting them in the icy glass counter, but make full use of the modern technology network platform and digital device virtual reality, and use multimedia

technology to show the rich content of cultural heritage. That is to use the human sensory experience to explore, not only to make people enjoy the pleasure of visiting, but also to inject new vitality into rural tourism.

B. *"Internet Plus" Promotion*

At present, the popularity of Hai'an rural tourism is not enough. The use of "Internet +" promotion is a path that breaks through material restrictions and promotes the development of rural tourism in Hai'an with the reputation of unique agricultural cultural heritage. The use of the "Internet +" can promote the protection and use efficiency of agricultural cultural heritage, and will also promote rural revitalization and development.

The development of rural tourism based on the big data platform can greatly improve the current passive situation in publicity and promotion. You can realize the full coverage of free network within the scenic area, so that visitors can have unlimited traffic when they visit. They can take photos or videos with their mobile phones without worrying about their traffic. And then they can pass the beautiful scenery and the game guides to other people through the Internet social software at any time, then "Internet celebrity economy" exists. At present, it is generally difficult for people to accept the "teaching style" of indoctrination, which is rather boring. 3D animation mode can be used to simulate the life of our ancestors in ancient times, which can tell the story behind these agricultural cultural heritages and explain the knowledge and theory in a lively and interesting language, making it more acceptable for tourists. In addition, it is possible to set up a special website to provide visitors with personalized information about consultation according to the needs of tourists, which can shorten the time for visitors to preparation. What's more, it is possible to provide customized service programs: visitors can book appointments directly in advance on the Internet, which will save a lot of unnecessary time. Such a humanized service will also increase the satisfaction of tourists.

C. *Using the Thought of "Agricultural Cultural Heritage Plus Cultural and Creative Industry"*

"Agricultural cultural heritage + cultural and creative industry" is a cultural product that integrates practicality, ornamental value and historical significance from the perspective of our life. It not only promotes the prosperity of the cultural industry, but also greatly creates the brand advantage of agricultural cultural heritage and local rural tourist attractions. For example, the Palace Museum, collected cultural product ideas, and created the popular "palace lipstick", the "palace doll", etc., was transferred from the traditional "Forbidden City store" to the "Forbidden City Cultural and Creative Museum". The total income of all the cultural and creative products of the Forbidden City in 2017 is 1.5 billion yuan. The stylish and creative design has brought the museum closer to the people, and people's impression of the museum is no longer on the cold artifacts. Incorporate cultural elements into trendy daily necessities and handicrafts, using consumer needs and curiosity about innovative products to spread culture. This is a good idea. It

is also possible to base on the rich historical and cultural connotations and touching folk stories of Hai'an agricultural cultural heritage, and develop handicrafts that combine practicality, ornamental value and historical significance. Then it is needed to designate manufacturers to carry out large-scale production, thus building the brand advantage of agricultural cultural heritage and attracting more tourists to come and play.

D. Giving Play to the Role of "Efficiency Man" to Promote the Development of Rural Tourism

The "efficiency man" here refers to the talents who are familiar with the rural environment, have the expertise of agricultural cultural heritage, and have practical experience related to rural tourism and unique technology. Letting them use their skills can avoid the relevant practitioners take lots of detours. In addition, the scenic spot staff should be trained separately according to their functions. Update their knowledge on rural tourism, and encourage them to actively combine theory and practice to apply it to the actual work of rural tourism, which can also improve their comprehensive quality and service level.

VI. CONCLUSION

The agricultural cultural heritage is a precious asset left by Chinese ancestors. It is necessary to protect and make full use of this unique resource. Only by the development of cultural tourism, folk customs tour and experience tour in rural tourism to highlight the characteristics of local agricultural cultural heritage, using "Internet +" promotion, using "agricultural cultural heritage + cultural and creative industry" to build brand advantage, and giving play to the role of "efficiency man", can it be available to realize rural revitalization strategy.

REFERENCES

- [1] Zhao Qingwen, Zhang Bitian. Research on the protection and development of important agricultural cultural heritage in China [J]. *Journal of Agronomy*, 2018, 8(01): 221-228.
- [2] Zhao Qingwen, Zhang Dan, He Lu, Sun Yehong. Major Progress in the Study and Protection Practice of Agricultural Cultural Heritage in China[J].*Resources Science*, 2011,33(06):1018-1024.
- [3] Wei Jiaying, Jiang Weibing, Wu Tao. Research on the Coupling Development of Beautiful Rural Construction and Agricultural Heritage Protection[J]. *Chinese Agricultural History*, 2017, 36(01): 136-142.
- [4] Sun Yehong, Qi Qingwen, Cheng Shengkui, Zhong Linsheng, Qi Xiaobo. Research on the Characteristics of Tourism Resources of Agricultural Cultural Heritage [J]. *Journal of Tourism Science*, 2010, 25(10): 57-62.
- [5] Li Ming, Wang Siming. Agricultural Cultural Heritage: What to Protect and How to Protect [J]. *Chinese Agricultural History*, 2012, 31(02): 119-129.
- [6] Li Ming, Wang Siming. Difficulties and Countermeasures of Agricultural Cultural Heritage Protection[J]. *Journal of China Agricultural University, Social Sciences Edition*, 2012, 29(03): 25-33.
- [7] Lu Yi, Wang Siming. Research on the Status Quo and Protection Countermeasures of Folklore Agricultural Cultural Heritage in Jiangsu [J]. *Chinese Agricultural History*, 2011, 30(03): 129-137.
- [8] Zhou Lingqiang. A Talk on China's Tourism Development — Rural Tourism Promotes Rural Revitalization[J]. *Journal of Tourism*, 2018, 33(07): 1.
- [9] Dong Jing, Mao Yanfei, Zhang Liang. Research on Optimization and Upgrading of Rural Tourism Industry from the Perspective of Rural Revitalization Strategy[J]. *Agricultural Economy*, 2018(09): 50-52.
- [10] Cai Kexin, Yang Hong, Ma Zuozhen Mo. Rural Tourism: A Path Choice for Realizing Rural Revitalization Strategy [J]. *Rural Economy*, 2018(09): 22-27.
- [11] Wang Qianying, Sun Xiao, Liu Haiying. The Breakthrough Path of Rural Tourism from the Perspective of Rural Revitalization Strategy[J]. *Agricultural Economy*, 2019(04): 50-51.
- [12] Ding Xiaolei, Wang Siming, Zhuang Guiping. Research on the Value and Protection and Utilization of Tool-based Agricultural Cultural Heritage[J]. *Journal of China Agricultural University, Social Science Edition*, 2014, 31(03): 137-146.
- [13] Zhang Yongxun, He Wei, Yan Qingwen. Progress of the Research on Domestic Agricultural Cultural Heritage Based on Literature Statistics[J]. *Resources Science*, 2017, 39(02): 175-187.
- [14] Stefan Neumeier, Kim Pollermann. Rural Tourism As Promoter Of Rural Development — Prospects And Limitations: Case Study Findings From A Pilot Projectpromoting Village Tourism [J]. *European Countryside*, 2015, 6(4).
- [15] Mato Bartoluci, Zvezdana Hendija, Mateja Petračić. Prerequisites of Sustainable Development of Rural Tourism in Continental Croatia[J]. *Acta Economica Et Turistica*, 2016, 2(1).
- [16] Jonna Heikkilä Aytan Poladova, Juha Käiriä Need for Service Design Development for Sustainable Rural Tourism in Azerbaijan[J]. *Baltic Journal of European Studies*, 2014, 4(2).