



Tourism Development of Naxi Food Culture Resources in Lijiang

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Abstract. With the development of cultural economy and the advent of the era of all-region tourism, the position of dietary cultural resources in the development of social economy is increasingly prominent. Since entering the new era, the Lijiang area has attracted tourists from all over the world with its beautiful natural scenery and unique Dongba culture. The protection, inheritance, development and utilization of Naxi dietary cultural resources in Lijiang are not effective, which makes little contribution to the development of tourism economy and even becomes a weak link. And it put forward the idea and principle of reasonable and orderly development and utilization of Naxi diet culture resources. Then, it puts forward feasible suggestions and Countermeasures to provide some thinking for the harmonious coexistence of cultural protection and economic development.

Keywords: Tourism development · Food culture resources of ethnic minorities · Naxi nationality in Lijiang · Protection and development

1 Introduction

In March 2018, the Ministry of Culture and the National Tourism Administration merged to establish the Ministry of Culture and Tourism, putting forward the concept of integrating contemporary culture and tourism. The purpose of cultural and tourism integration is to effectively link resources, industries, culture and other elements within the region, and produce the agglomeration effect of integrated development. Cultural resources are the basic elements of the integration of culture and tourism, and also the link of the integration of culture and tourism. To a certain extent, the level and quality of cultural economic development will be determined by people's understanding and emphasis on culture and cultural resources. As an important part of cultural resources, the research on the protection and utilization of dietary cultural resources has practical significance. In the first five days of the 2023 Spring Festival holiday, Lijiang received a total of 1.361 million tourists, which accelerated the recovery of the tourism market.

At present, systematic and in-depth research on Naxi dietary cultural resources is relatively scarce, only scattered in some papers. Yang Jiehong (2016) summarized the national characteristics of Naxi diet into four aspects: practicability, harmonization and standardization, ethics and aesthetics, and development and change. Qin Guifen (2016) believes that Naxi people not only retained the eating habits of nomads, but also absorbed

the eating culture of agricultural people in the process of changing from nomads to agricultural people, and then formed a unique eating culture. Jiang Liping (2013) described in detail the importance of the “three stacks of water” banquet in the Naxi region. Yang Fuquan (2017) comprehensively discussed the Naxi diet history, customs, taboos and other important content. We found that the Naxi diet culture as the main object of research is still scarce. In particular, there are few researches on the combination of Naxi dietary cultural resources and tourism activities.

2 Research Methods

Literature analysis: By consulting and analyzing relevant works, papers and historical materials, we obtain comprehensive and objective information and data research methods. We have sorted out the historical evolution, development context, research status and existing problems of Naxi food culture.

Fieldwork method: We choose Dayan Ancient Town in Lijiang as the field destination. We first entered it in the summer of 2017, conducted two supplementary surveys in 2018 and 2019, and updated relevant materials in 2023 by means of online ethnography. We conducted in-depth interviews with 15 people through unstructured interviews. The interviewees were non-inheritors, restaurateurs, chefs, waiters, tourists, etc.

Case analysis method: We take “Amayi” restaurant as an example to discuss its development history, dishes, business philosophy, corporate culture and other aspects.

3 Naxi Dietary Cultural Resources in Lijiang

Naxi, one of China’s ethnic minorities, has a population of about 320,000. They mainly live in Lijiang, Yunnan Province. Their language belongs to the Yi branch of Tibeto-Burman language group of Sino-Tibetan language family, and they mainly believe in Dongba religion. With the development of social economy and ethnic integration, the social landscape of Lijiang area has undergone earth-shaking changes. Especially after tourists enter the Lijiang area, the local people’s eating customs have changed greatly.

Generally speaking, the representative dishes of Naxi nationality include: Lijiang Preserved Pork Ribs Hot Pot, Red meat, Lijiang baba, Lily round seed, White kidney bean shortbread, Chicken bean jelly, Preserved fruit.

4 Difficulties in the Development and Utilization of Naxi Dietary Cultural Resources in Lijiang

The dilemma of exploring the connotation of food culture is insufficient. Tourism catering in ethnic areas not only meets the dietary needs of tourists, but also plays the role of national culture display platform. At present, the understanding and exploitation of Naxi food culture resources in Lijiang tourism market is still at a relatively shallow level. According to my questionnaire feedback, only 17 out of 50 effective questionnaires rated “national cultural experience” well or above. Among the top 10 most popular restaurants on major online platforms, less than 40% feature Naxi style restaurants. Take Dianping

as an example. Among the top 10 restaurants in Lijiang Old Town, only 3 feature Naxi specialties. Many of the famous and old shops that locals remember cannot survive in the ancient city. Dishes and cooking concepts with national characteristics have been submerged in the dust of history.

Catering business strategy is not scientific. Lijiang area tourism started early, high visibility, a wide source of tourists. However, many catering enterprises are faced with many difficulties and problems in operation and management. Following suit between enterprises is a remarkable feature. Specifically, when a particular restaurant model becomes profitable, capital will quickly step in. Once the fashion is over, the business is reshuffled. In interviews, residents who have lived in the ancient city for more than 20 years said the phenomenon has been repeated almost every year in recent years. In addition, according to the questionnaire feedback, nearly 30% of tourists think that the price of food and beverage in the old town of Lijiang is too high, which affects the overall impression of Lijiang tourism. According to statistics, the favorable rating of catering enterprises on the Internet is less than 4.5 points about 90%, and the average consumption of restaurants with high popularity is higher than 70 yuan/person. Our case restaurant "Amayi" has been ranked outside the top 10 in the Old Town of Lijiang on Dianping, and the number of negative reviews has reached more than 500. The average consumption is as high as 66 yuan per person.

The construction of public sector system is not complete. Due to various historical reasons, the reform of China's public sector system lags behind the economic reform. China's traditional management system is also difficult to adapt to the era of rapid development. The management department basically followed the principle of economic benefits first in the management of business forms, and a large number of bars that did not conform to the original cultural atmosphere of the ancient city swept the city. The catering industry association could have played an important role, but it could not regulate and regulate the whole market order due to the lack of binding force.

5 Discussion on the Protection and Development of Naxi Dietary Culture Resources in Lijiang

The first job is protection. Protection is our first principle in the face of intangible cultural resources. In order to meet the tastes of different tourists, restaurants in tourist destinations have made great changes in the way they cook, becoming a cultural experience of "authenticity on stage". For ethnic areas, meeting the dietary needs of tourists does not mean blindly accommodating tourists and thus losing the "authenticity" of culture. The biggest advantage of tourism development in minority areas is unique culture. If the national characteristics and traditions are lost, they will not only lose their attraction to tourists, but also damage their own cultural inheritance.

Pay attention to the presentation of cultural connotation. The word culture is the most difficult to understand and grasp, because it is often hidden behind certain cultural matters, can not be seen or touched. Food culture is such a unique cultural matter, its core value is the cultural connotation of food culture itself. This requires that in the development and utilization of Naxi dietary cultural resources, it is necessary to dig deep into the cultural connotation behind. Firstly, various cultural matters of Naxi diet

culture are sorted out. Secondly, cultural interpretation of representative Naxi dishes is carried out, striving to combine each dish with traditional culture, so that dishes can become the “narrator” of Dongba culture. Finally, the standard use of “Naxi”, “Dongba” and other cultural symbols. In a word, it is to transform the illusory culture into a real cultural event that can be perceived and experienced by tourists.

Establish a healthy diet. Visitors can vary widely in terms of geographic origin, age, gender, tastes, etc. But green health has become a common choice for almost all people. Naxi people believe in animistic nature worship and pursue harmony between man and nature. This attitude and concept of reverence for the great natural world is worth learning from today.

Pursue sustainable development. Ecological protection should be the common goal of all. Environmental protection is also an important public interest. In every link of tourism development, it is an important principle to protect the ecological environment and realize sustainable development. It is forbidden to provide tourists with rare and endangered animals and plants as food materials. It is forbidden to destroy the ecological environment to meet the needs of tourists, and the bottom line of ecological protection is strictly adhered to.

6 Discussion and Conclusion

The people’s need for a better life is the starting point and goal of all our work. The purpose of cultural tourism development is to meet people’s needs for a better life. The integrated development of Naxi food culture and tourism in Lijiang is not only conducive to meeting the cultural needs of tourists, but also conducive to improving the modern adaptability of Naxi traditional culture. Thus to some extent protect the traditional culture of ethnic minorities. Therefore, we should be aware of one of the important missions of people engaged in the protection and inheritance of national culture. We strive to restore national culture to its true form.

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