

Tourism Product Development and Research of Nuo Culture in Jiangxi

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Abstract. Jiangxi is a major province to have the relics of Nuo culture, and the research and development on the abundant Nuo culture not only have good economic benefits, but also have good cultural benefits and social benefits. In this paper, it collects the related data about the tourism in Jiangxi and the tourism of Nuo culture in Jiangxi to analyze that the tourism development of Nuo culture will play a positive role in promoting the development of tourism in Jiangxi. On this basis, it also studies the development mode of Nuo culture in Jiangxi, and puts forward the design idea of cultural stage-performed tourism product development, so that to promote the effective protection and inheritance of Nuo culture in Jiangxi in the process development.

Introduction

In this paper, based on the support of Humanities and Social Sciences Youth Fund Project in Jiangxi Province, it conducts the tourism product development and research of Nuo culture in Jiangxi. It is expected that, the completion of this project, on the one hand, will enrich the rural tourism product structure in Jiangxi and promote the development of new countryside and new tourism industry; on the other hand, is conducive to deeply dig the connotation of Nuo culture in Jiangxi and to promote the systematic development and protection of cultural resources of Nuo culture in Jiangxi.

Tourism in Jiangxi and Tourism of Nuo Culture in Jiangxi

Jiangxi is rich in tourism resources, and the tourism development has a huge advantage. Jiangxi has 8 landscapes in the standard classification of national tourism resources. In 155 kinds of basic landscapes, Jiangxi has 153 kinds excluding tourism and recreational sea area and multiple occurrences of mirage phenomenon, and is recognized by the domestic tourism experts as the province with abundant tourism resources. [1]With such rich tourism resources, it attracts a large number of tourists, resulting in that the tourism in Jiangxi develops rapidly and becomes a pillar industry of Jiangxi Province.

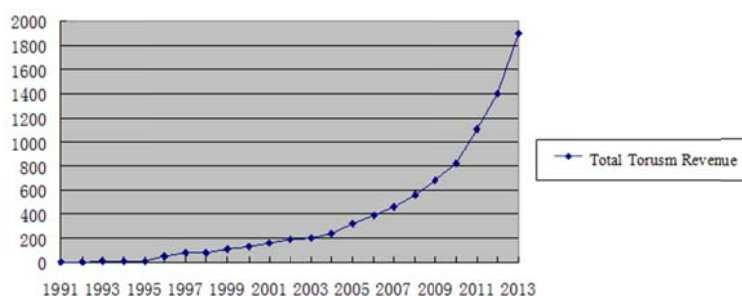


Fig. 1. Total Tourism Revenue of Jiangxi Province from 1991 to 2013

The proportion of the total tourism revenue in Jiangxi from 1991 to 2013 accounted for the national tourism revenue is increasing every year, in which the growing rate of tourism revenue proportion accounted for the GDP in the province and the third industry in the province is greater. [2]

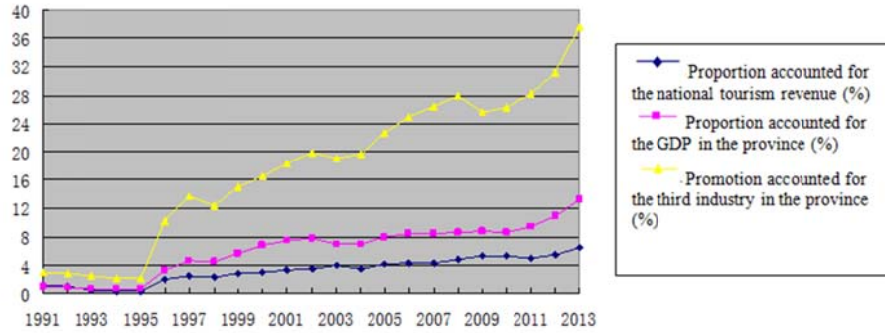


Fig. 2. Proportion of Total Tourism Revenue in Jiangxi from 1991 to 2013

Nuo is the worshipping ceremony to drive the bad things and pray the good things. Nuo culture is an ancient primitive culture, and is an important part of traditional Chinese culture, so with the rapid development of tourism, Nuo dance as the ancient and mysterious original ecological traditional culture and art of the Chinese nation, also attracts the attention of domestic and foreign tourists, and becomes a kind of culture resource with the great potential of tourism development. Nuo culture in Jiangxi is mainly distributed in Nanfeng, Le'an, Yihuang, Chongren, Guangchang, Wuyuan, Wanzai, Shangsui and other places, in which, the Nuo culture in Fuzhou is richer than the Nuo cultural resources of other cities. Because the special tourism data of Jiangxi are not released, so taking the tourism of Fuzhou City as an example, we collect and collate some relevant data to put forward some related problems.

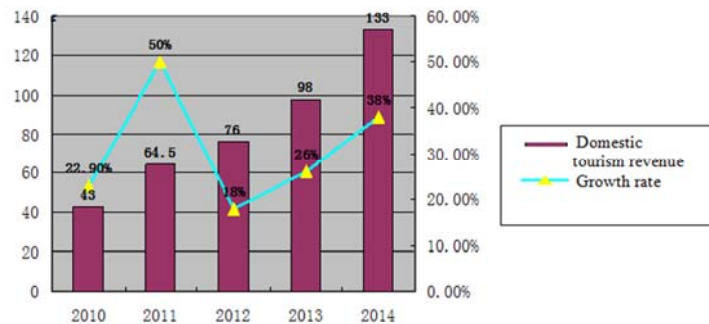


Fig. 3. Domestic Tourism Revenue and its Growth Rate in Jiangxi Fuzhou from 2010 to 2014

From the above figure, it can be seen that the total domestic tourism revenue of Fuzhou City from 2010 to 2014 are increasing, and the growth rate in 2012 starts to enlarge, [3] but the other data show that, the proportion of domestic tourism revenue in Jiangxi Fuzhou accounted for the domestic tourism revenue in the province is still very low, in which the proportion in 2011 is 5.38%, the proportion in 2012 is 4.96%, and the proportion in 2013 is 5.36%, which is ranked the last in the eleven prefecture-level cities in the province. Therefore, as the city with the best-preserved Nuo culture, whether Fuzhou City can dig the tourism resource value of Nuo culture to make greater contributions to local tourism, and even to contribute to the tourism development in Jiangxi and the inheritance and protection of Nuo culture in Jiangxi, which is the problem this topic studied.

Tourism Product Development Ideas of Nuo Culture in Jiangxi

Sustainable Development Idea

The pursuit of culture differences in space is the touring motivation of tourists, and such kind of communications and interactions of heterogeneous cultures will inevitably cause the impact and blending between cultures, resulting in the acculturation and change of Nuo traditional culture in Jiangxi in a certain period, and this kind of acculturation may lead to a negative impact on Nuo

culture. And sustainable development is the new travel pattern for the protective development of Nuo culture in Jiangxi at present.

Idea of Multi-promotion between Culture and Tourism

For the protection and inheritance of Nuo cultural traditions in Jiangxi, tourism is a bridge, and tourism and culture presents more mutual promotion effects on connotation, so the tourism and culture is inseparable. As an industry connected with many industries, it is very important for tourism to connect with cultural industry; in addition, it is also inextricably linked with agriculture, industry and other third industry. In agriculture, it combines with tea picking and sightseeing experience of traditional farming; in industry, it coordinates with the development of Jiangxi rice wine and Jiangxi local teas; and in terms of third industry, it cooperates with the entertainment industry and leisure industry, etc.

Protective Development Idea

For a long time, the traditional Nuo culture in Jiangxi is in the contradiction of protection and development, for the development will lead to the disappearance of original ecological Nuo culture in Jiangxi, but the enclosed protection is uncondusive to the social and economic development of the reserved places of Nuo culture in Jiangxi. Nuo culture in Jiangxi is facing this kind of contradiction, so some reserved places of Nuo culture is in blocking traffic for a long time, resulting in that the cultural constitution of Nuo culture in Jiangxi is single, the social economy is backward, and the ecological and cultural environment is fragile to bear the strong impact of foreign cultures, thus the development of Nuo culture in Jiangxi must be based on the premise of protection. The stage-performed tourism product development of Nuo culture in Jiangxi must go such a win-win road of both protection and benefit.

Tourism Product Development Modes of Nuo Culture in Jiangxi

The original ecological ethnic tourism is an important form of tourism nowadays, and the protective development mode of the original ecological ethnic tourism is the “foreign goods” under the influence of foreign “ecological” concept. To achieve the protective development of traditional folk culture, it must be combined with local conditions, and cannot adopt the blind learning mode.[4] Through researching the whole ecological community creation of tourism industry development in Jiangxi Nuo culture, the integration of Nuo culture industry and tourism industry, and the creative transformation from Nuo cultural resources to the industrial resources of Nuo culture, it explores the integration development mode between tourism of Nuo culture and cultural industries in Jiangxi. In this paper, it believes that the stage-performed tourism product development mode of Nuo culture is an effective mode for the protection and development of Nuo culture in Jiangxi.

Leading of Villagers is the Path Selection

The masses create the culture, so they are deserved to be the master of culture. The protective protection of Nan culture in Jiangxi can be completed by the authoritative villagers leading villagers. In the aspect of management, it transfers from the single management of government to the multi-party governance of villagers participating in the daily operation and management, in which the government is macro-control-oriented, and villagers is mainly responsible for the protection and development of local Nuo culture.

Government Guidance is the Safeguard of Development

For a long time, in the tourism product development practice of Nuo culture in Jiangxi, the government leading is the basis of development. The stage-performed tourism product of Nan culture in Jiangxi adopts the government-directed development mode, namely the villagers is the body of development and the government only gives macro-control. When developing and constructing the stage-performed tourism product of Nan culture in Jiangxi, the government is mainly responsible for the construction of infrastructure and service facilities, the creation of a good tourism environment,

the building and publicity of brand, the formulation of tourism development planning, and the implementation of tourism industry policy and funding raising, etc. The government does not participate in the specific issues of protecting and developing Nuo culture, and only do the security work of development.

Theme positioning is the stage-performed soul of Nuo culture

With the quiet popularity of tourism “blowout” original ecological ethnic tourism, in order to meet the increasingly diversified needs of tourists, the competition between the folk reserved places become more and more intense, resulting in the obvious homogenization, commercialization and staged authenticity in each place. In order to highlight the local original and ecological ethnic tourism, the cultural innovation is fundamental. However, the cultural innovation is to highlight the differences and to achieve the sustainable use and development of resources.

Expert Supervision is Conductive to Guide the Development

The expert intervention and supervision is the core of the protective development of Nuo culture in Jiangxi. The main job is to carry out training, assist in product design and on-site assistance, etc. Tourism product design of Nuo culture is mainly to assist the villagers to analyze the market and select the tourism product with the market prospect.

Stage-performed Tourism Product Development and Design of Nuo Culture in Jiangxi

The essence of cultural stage performance is “performance”, and the participation is one of the most important features, which can be divided into tourist participation and villager participation[5]. The former refers to tourists participate in the exotic performances of local Nuo dance, and the latter mainly refers to the masses directly participate in the cultural stage performance and related tourism activities. Tourists come to the tourist destinations to find the cultures different from themselves, experience the lifestyle different from their daily lives, live in the houses with local style, eat the authentic local dishes, watch the local and indigenous cultural performances, convert into fake roles to integrate into the activities with local ethnic styles, and achieve the reproduction of historical scene and the experience from “others” to “local self”. In the process of contacting with tourists, locals look at themselves with new perspectives, which intangibly enhances the self-confidence and sense of pride towards the traditional culture of Nuo in Jiangxi

Tourism Product of Traditional Family Life Experience

Idea of design: Nuo culture in Jiangxi highlights the dance of primitive tribe at last, and the original ecological lifestyle experience refers to the experience of local dishes, local residence and local lifestyle tourists must experience in each reserved place of Nuo culture in Jiangxi.

Main contents of tourism product: at the daytime, the host leads tourists to visit the villages of Nuo culture in Jiangxi, shows tourists the hand spinning and weaving technique, invites tourists to experience and work in the fields together to feel the happiness brought from labor working. In the evening, the host will explain tourists the local guest etiquette and hospitality etiquette. Such kind life experience of eating together, living together and working together helps tourists to deeply and concretely understand the daily production and customs of people living in the reserved places of Nuo culture.

Tourism Product of Farming Culture Experience

Idea of design: the traditional production activity in the reserved place of Nuo culture is an indispensable part of Nuo culture in Jiangxi, and the traditional production modes and tools at present only can be seen in the folklore museum, but these tools are unique resources, so developing them into tourism products, on the one hand, can increase the interestingness and experience of tourists towards the tour of Nuo culture in Jiangxi, on the other hand, inherits the traditional production activities in the reserved places of Nuo culture in Jiangxi.

Main contents of tourism product:

1). Marking out the traditional farming demonstration area from the farmland of village to be used for the tourists to experience the local traditional farming activities. The biggest highlight of the traditional farming activity is to compare the development process of ancient and modern farming techniques.

2). Rice cultivation experience. At present, the rice cultivation in the reserved places of Nuo culture in Jiangxi continues to use the traditional cultivation process, and tourists can both watch and experience. On the terraced fields, the local villagers can sell their homemade rice wine, salted fish and smoked meat with local favor to tourists, so that tourists can feel the joy of delicious food in the field.

3). Fishing and hunting is another important production mode of people living in the reserved places of Nuo culture in Jiangxi, and in order to hunt successfully, the ancestors design a wide variety of fishing and hunting tools. Tourists can experience the joy of wild predation, and of course, the “hunting” activities are forbidden, villagers can teach tourists the hunting skills to tourists through hunting tools.

Tourism Product of Digital Cultural Stage Performance

Idea of design: in the era of big data, the design of digital product is mainly to protect and record the traditional non-material culture such as Nuo culture in Jiangxi. These static cultures disappear due to the ignorance in the spreading and inheriting process, but the digital records can be preserved very well. In addition, the digital product is to activate these static objects, and tourist can understand the Nuo culture in Jiangxi through digital simulation animation, which is more interesting.

Main contents of tourist product: to activate the folklore museum of Nuo culture in Jiangxi. At present, to develop the cultural stage-performed tourism product of local Nuo culture in Jiangxi, the first task is to collect and collate the non-material culture in the reserved places of Nuo culture in Jiangxi by means of digitization, and reappear the previous local cultures through digital means. It allows tourists to fully understand the Nuo culture in Jiangxi, at the same time to achieve the presentation and inheritance of traditional culture.

Tourism Product of Natural Religious Activities

Idea of design: the reserved places of Nuo culture in Jiangxi believe in maternal body worship, spirits worship and ancestor worship, and local villagers believes in animism, hold all kinds of sacrifice rites, which are the expression of people’s respect and expectation towards nature. While Nuo dance is the most unique collective representation in the reserved places of Nuo culture in Jiangxi, and regards Nuo dance as the artifact to directly contact with the God. Nuo dance is the representative of traditional religious activities of Nuo culture in Jiangxi, and also has its own religious characteristics, which can give tourists a different impact and experience.

Main contents of tourism product:

1). Tourists can participate in experiencing the Nuo dance activities of Nuo culture. When villagers conduct the stage performance of Nuo culture, they can design the traditional religious festival of Nuo culture in the tourist off-season, and during the festival, villages chop woods, pull wooden drum, chisel wooden drum, sacrifice wooden drum, kill a chicken for divination, and celebrate for the whole night together with tourists, so that tourists can experience the charm of traditional religious sacrifice of Nuo culture in Jiangxi.

2). Villagers in the reserved places of Nuo culture in Jiangxi believe that mountains, rivers and other things have souls, and they believe the natural religion of animism, so villagers will regularly sacrifice piles, gods and ghosts, etc. It can use natural worship and sacrifice activities to conduct the protective ecological education to tourists, and can carry out the science popularization and teaching activities of on-site environmental protection, and build the demonstration base of environmental protection education in Jiangxi Province.

Experience Tourism Products in the Cultural Experience Stations

Idea of design: the government can build many experience stations of Nuo culture in Jiangxi in the reserved places of Nuo culture in Jiangxi, open the spreading and teaching class of Nuo culture,

subsidy the inheritance and study costs to villagers, encourage villagers to study in the spreading and teaching class of Nuo culture, cultivate the confidence of villagers towards local Nuo culture in Jiangxi, so that to show the Nuo culture in Jiangxi to tourists. Cultural experience station not only can teach villagers, but also can teach tourists, and in the experience station, tourists can have a hands-on experience and purchase their own products.

Main contents of tourism product: traditional handicraft experience activities. For the area have a good preservation of Nuo culture in Jiangxi, due to the traffic blocking and in the long-term self-sufficient condition, so the ancestors of Nuo culture in Jiangxi form a set of their own fabric processing program in the historical exploration. Tourists can randomly go to a family workshop in the reserved place of Nuo culture in Jiangxi to experience weaving, bamboo weaving, wood carving, jewelry processing and d masks painting, etc. And they also can participate in the traditional handicraft competition, and the winners can be awarded to a traditional exquisite handicraft, and of course, they can take their own fruits of labor as the souvenirs.

Conclusion

Nuo culture is the concentrated expression of historicity, regionalism and nationality of a country or a region, is the major component of the national culture and regional culture, and is the main content of traditional history and culture. To develop the tourism of Nuo culture in Jiangxi, on the one hand, it can fully dig the local folk culture resources of Jiangxi, increase the economic income of local residents, emphasize and enhance the protection of Nuo culture in Jiangxi, on the other hand, it allows more tourists to feel the historical and splendid culture of each tourist area of Nuo culture in Jiangxi through the tourism of Nuo culture in Jiangxi, expand their horizons, increase their knowledge, and enhance the cultural exchanges. The tourism development of Nuo culture in Jiangxi is still in its infancy and there are also some problems in development, so in order to element these problems and achieve the sustainable development of tourism of Nuo culture in Jiangxi, it needs to correctly guide the tourism product development of Nuo culture in Jiangxi from the aspects of concept, system and technology, and then to develop the tourism product of Nuo culture in Jiangxi in depth.

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