

Creative Development of Chinese “Harmony Culture” Inbound Education Tourism Products

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Abstract—“Harmony culture” is an important ideological essence of Chinese excellent traditional culture and one of the universal values of contemporary China. This thesis expounds the profound connotation of the “harmony culture” system from the macro, meso and micro dimensions and discusses the four functions of “tour, learning, pleasure and affection” of the “harmony culture” inbound tourism products, hence putting forward “multi-media interpretation, multi-regional alliance, multi-format integration, multi-cultural resonance, etc. and cultural education tourism product development strategies.

Keywords—harmony culture; education tourism; inbound tourism; tourism function

I. INTRODUCTION

The philosophical thought of “harmony creates everything” contained in the traditional Chinese “harmony” culture and the universal value of “harmony is precious” together with its long-term rational thinking on the relationship between people, public and public, and state-to-state relations are demonstrating its cultural charm with its own centripetal force, affinity and appeal. Nowadays, as the tourism industry strides forward, we must pay attention to the fact that culture is the soul of tourism. As the fourth inbound tourism market in the world, China must consider methods of coping with the deepening of cultural tourism layout. Therefore, it is extremely important to figure out ways to pass on the cultural genes of “harmony” and combine the Chinese “harmony” cultural elements together from global perspectives; to transform the “harmony” cultural concept into the “harmony” cultural practice and accelerate the spread of “harmony” cultural through the multi-objective development of inbound tourism products; to resonate with foreign culture on the basis of mutual understanding of culture and drive China’s “cultural self-confidence” further to “culture recognized by others” on a global scale, promoting the active exchange of Chinese and foreign cultures and advancing the intrinsic development of China’s inbound tourism.

II. THE CONNOTATION OF THE “HARMONY” CULTURAL SYSTEM

The traditional cultural genes of the harmonious society

thought lies in the understanding of and respect for the “harmony” of the Chinese people for thousands of years. In the *“The Analects”* (Xue Er), there is a saying “Confucius said that in the application of the rites, harmony is to be prized.” Chinese culture has been pursuing “harmony”, and everyone thinks that harmony is the most precious. For example, “if the family lives in harmony, all affairs will prosper” is favored for families; we should follow the principle of “make oneself agreeable to everybody” when getting along with others; “harmony brings wealth” is appreciated economically; “the government functions well and the people live in harmony” is favored politically; “make all nations live together peacefully” is appreciated diplomatically; “work together with one heart” is pursued when seeking development and so on. “Harmony” is the universal value recognition that infiltrate into the texture and inner heart of the Chinese nation[1]. From the perspective of time, “harmony” culture will not be “outdated” and will certainly become a trend; from the perspective of geographical perspective, “harmony” is the commonality of the cultures of all nationalities in the world and is the mainstream of cultural communication among the nations of the world while discussing various cultures of the world. In short, the idea of “harmony” penetrates into all aspects of issues, which is not only can be seen from the unity of human beings and enterprises, but also from the society and the macroscopic pattern of the state. All these reflect the influence of the “harmony” culture.

A. Macro harmony--seeking development and win-win

The macro harmony under the macro “harmony” cultural system represents the peaceful development between countries. Advocating “harmony in diversity” and seeking common ground while reserving differences, complementing each other, and seeking common development are the creative combination of the essence of Chinese traditional culture and contemporary international relations in China’s diplomatic philosophy, contributing to China’s strength in solving international problems. Since ancient times, China has had a history of making peace with the countries, such as Zhang Qian’s diplomatic mission of the Western Region, Xuan Zang’s West Travel, Zheng He travelling to the West and so on. Nowadays, under the new era, “the Belt and Road” strategy has enabled the co-construction harvests to benefit the wider region initiatives, which has built a great vision for the

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people of all countries in the world to build a beautiful global village and has become a practice of community of shared future for mankind. Through cooperation with countries along "the Belt and Road" countries such as Thailand, Malaysia and Tajikistan, China has also achieved its sustainable development while benefiting people of all countries. The Chinese government pointed out that "the Belt and Road" promotes cooperation and win-win for advancing common development and achieving common prosperity and promotes peace and friendship for enhancing understanding and trust as well as strengthening all-round exchanges.

B. Meso harmony--promoting reunification and security

Meso harmony under the meso "harmony" cultural system is the peaceful reunification and social harmony within the country. There is a saying goes that "unification makes a country strong while separation makes it chaotic". Uniting the Chinese people and jointly promoting the peaceful development of the Chinese nation is a concrete manifestation of the "harmony" cultural concept for thousands of years. By creatively proposing "peaceful reunification and one country, two systems", modern China has successfully solved the problems of Hong Kong and Macao, which not only makes an important step in China's reunification, but also provides a new paradigm for the international community with a peaceful solution to the leftover problems from history.

There is a saying goes that "the sea admits hundreds of rivers for its capacity to hold". The "eclectic" in traditional Confucianism has important implications in the construction of China's harmonious society. The report of the 19th National Congress of CPC pointed out that "the main contradiction in our society has been transformed into a discrepancy between the people's growing needs for a better life and the unbalanced and inadequate development." The three major gaps between the rich and the poor, urban and rural areas and the regions have become a "roadblock" for China to achieve a comprehensive well-off society. [2] Since the introduction of the rural revitalization strategy by General Secretary Xi Jinping in November 2013, the cumulative poverty alleviation has reached 55.64 million in more than 1,400 days and nights. The Bai's poverty-stricken areas in Dali have been developing tourism industry under the support of the government. They have accelerated poverty alleviation through "develop villages with scenic spots", development of rural ecology and national cultural tourism. Poverty alleviation in ethnic poverty areas is directly related to the unity and harmony of all ethnic groups as well as the construction of a harmonious society. Only by enjoying social stability, national prosperity and national progress can the Chinese nation survive in a multi-ethnic pattern of symbiosis and complementarity.

C. Micro harmony--keeping faith and harmony

The micro harmony under the micro "harmony" culture system equals the "humanistic thinking" in the modern enterprises, family harmony, neighborhood harmony, tolerance for people and harmony pursuit. Since ancient times, the Chinese business gang has conveyed the spirit of scholar-merchant, namely "benevolence, righteousness, courtesy, wisdom and faith". There is a village named "Lv Futang" built

in the Kangxi year in a village named "Di Hong" in Luoxi, southern Anhui. The hall is entitled "Books and poems are essential; filial piety is the fundamental of inheritance" with the couplet of "it's good to study well and operate business well, and it's hard to start and maintain a business", which still retains the essence of Confucianism.

Family is the basic cell of society and it is the foundation of a harmonious society to maintain harmonious and happy families. There is an old saying in China called "if the family lives in harmony, all affairs will prosper", which shows that the concept of "harmony" has become an important mediator of family life. The unique idea of "family is the smallest country and the country is a million families" expresses significance of building a harmonious society further. The tamped earth circular building in Fujian Province is a gem of traditional Chinese dwellings. Dozens of households and hundreds of people live on the same floor there, which reflects the tradition of living together and living in harmony of Hakka people. "The tamped earth circular building in the world is a family". A history of tamped earth circular building is a family history of the village and the unique architectural structure of the earth building also becomes a symbol of the Hakka family's emotional world.

As a geographical relationship of Chinese rural society, the neighborhood relationship is an important part of the social structure, which has always been valued by the public. The old saying "a distant relative is not as good as a near neighbor" reflects the enthusiasm of the Chinese nation for building a good neighbor relationship. Prime minister Zhang Ying and his neighbor who lived in "Six-foot Lane", Tongcheng, Anhui Province once compromised three feet each, which has not only become a model of harmony between neighbors, but also a full expression of the Chinese nation's concept of friendliness and harmony. "Harmony" in China advocates care and assistance of "all for one, one for all", reaches the harmony of community and realizes the Chinese dream during the mutual help.

Chinese tradition and culture attach great importance to the harmonious coexistence between people, advocating treating people with courtesy and the idea "harmony is precious". The thought of "in the application of the rites, harmony is to be prized" in *"the Analects"* clarifies the attitude of being calm and lenient in the interpersonal communication. There are numerous ancient lanes in the ancient town of Nanping, Fujian, one of which has only 75 centimeters in the widest part and only 50 centimeters in the narrowest part. It is called "Heqi Lane", where people must be sideways at the same time and be humility when they meet. When everyone adheres to the idea of "great virtues carry great responsibility", then the harmony power gathering from individuals will surely promote a community with a shared future for mankind of "you have me in your heart and I have you in my heart" in the future world, sharing weal and woe.

III. THE FUNCTIONAL POSITIONING OF "HARMONY" CULTURAL INBOUND EDUCATION TOURISM PRODUCTS

In the process of integrating Chinese traditional culture into the education tourism products, education tourism

activities with the theme of “harmony” are carried out in China, the target group of which is students from various countries in China. It is based on the six basic elements of tourism, namely “food, dwelling, traffic, and travel, purchase, entertainment”, emphasizing the functions and objectives of the [3]four levels “tour, learning, pleasure and affection”. While experiencing and learning the “harmony” culture, students from various countries in China feel the charm of China’s “macro harmony”, “meso harmony” and “micro harmony”. Under the trend of the integration of culture and tourism, we should spread Chinese culture and promote friendly exchanges and development between China and the rest of the world by means of tourism.

A. Tour

The inbound research tour with the theme of “harmony” is a showcase of elegant demeanour of great powers, starting shooting the business card of “Beautiful China” comprehensively. Tourism culture is the soul of tourism resources and tourism is a theme tour with culture as the carrier. “Harmony” cultural education tourism products draw on the experience of Japanese study tours, European and American camp education and integrate Chinese traditional culture elements. It enhances the “harmony” cultural aesthetic of tourists while appreciating the natural scenery, places of interest, the beauty of the city and its customs. The tourism concept of “tourism plus culture” further stimulates the vitality of products, and the innovative education tourism develops in a connotative direction.

B. Learning

China has become the world third largest and the largest study place in Asia. Chinese culture learning and experience of foreigners in China is an important part of foreign cultural exchanges. The “harmony” cultural education tourism system coincides with the Yang Ming culture “knowledge and action are one” and ideas of Confucius travel with disciples around the country. Rooted in the Chinese “harmony” culture, we will enter the second classroom of learning Chinese traditional culture, enriching undergoes and experience of overseas students in China and promoting the development of “two-way experiential” education tourism with both tour and learning. We will spread science knowledge, broaden the field of knowledge and realize the development goal of “educate through tour”.

C. Pleasure

With the advancement of the times, tourists are paying more attention to the function of pleasure when travelling. During the tour, tourists temper the mood and gain euphoria. People feel joy of beauty in the fascinating scenery; people feel the euphoria of knowledge in the “harmony” culture; people feel joy of “calm and peace” in the tour. Using the mood effect, more people are encouraged to study in China and carry out inbound education tourism.

D. Affection

Emotional resonance is the most intimate and sincere experience and it can produce unlimited extension and

communication. The goodwill towards China has become the main reason why many people choose to study in China. We should use the foreign students’ enthusiasm for Chinese culture and language to tell the story of China and spread the voice of China^[4]. We should deepen the “three affections” of foreign students--the feelings of foreign students on the Chinese landscape and Chinese culture, and their emotional development goals for Chinese residents. With affection as a bridge, we will attract more tourists.

IV. THE DEVELOPMENT STRATEGY OF CHINESE "HARMONY CULTURE" INBOUND EDUCATION TOURISM PRODUCTS

A. Multimedia commentary

We should endeavor to avoid monotonous inbound tourism products, focus on solving the problems of single type of tourism products and lack of connotation, and realize the organic combination of elements such as authenticity, experience and entertainment. By means of technological innovation, we interpret “harmony” and we should introduce cutting-edge technology to develop AI, AR / VR and other technical products and special culture of “harmony” based on modern technology. In this way, we explain the profound in simple terms, trying to bring invisible impact and spiritual appeal to inbound tourists. We use multimedia and multi-technology means to market and propagandize “harmony” cultural tourism brands, creating an international business card of “harmony” culture and enhancing the visibility, reputation and recognition of inbound tourists for China and Chinese cultural tourism products.

B. Multi-regional alliance

Points make lines. Lines form regions. As they constantly radiate and interweave with each other to form regions, the adjacent, central tourist cities which embrace the “harmony” culture will create a tourism linkage belt themed by such a culture by establishing strategic alliance. Inbound tourists can thus experience the meanings of different types of “harmony” cultures, achieving the alliance effect of “1+1>2”. Taking tourist cities participating in the “Belt and Road” initiative as an example, the local government can incorporate the establishment of tourism cooperation zones themed by the “harmony” culture in the overall planning of tourism development with relevant preferential policies formulated to attract tourists from different countries to interact with each other. In terms of the scenic spot itself, spots with different “harmony” culture elements in adjacent regions should be found out to build partnerships and complement each other's advantages so as to facilitate the promotion of tourist routes in “harmony” culture regions and expand the scale of brand tourist destinations of the “harmony” culture and its world influence.

C. Multi-format integration

“Culture is the soul as tourism is the body”[5]. The culture-tourism integration not only promotes cultural prosperity but also accelerates the development of tourism. Being relatively highly literate, inbound tourists aiming at research or study are much more aware of the cultural needs

when traveling.[6] For tourism products themed by the "harmony" culture, on the one hand, the culture and the innovation and development of tourism formats should be integrated according to their own needs by developing such products which can advance with the times through multiple forms and means. For instance, activities like experiencing tea art and traditional festivals can be included. On the other hand, the integration with relevant complementary industries such as film and television media industry, exhibition industry and arts and crafts industry is supposed to be accelerated via methods like participating in the Silk Road International Film Festival. Apart from enriching the experience of inbound tourists and gathering popularity, that has also driven the economic benefits of tourism.

D. Multi-cultural resonance

Allowing inbound tourists to feel the charm of the "harmony" culture when they travel and to resonate emotionally with their own cultures is the most intimate and the most sincere cultural experience because it can produce infinite extension and communication. Therefore, in the development of tourism products featured by research and study in the "harmony" culture, the most compatible tourism elements of the culture should be dug out by relying on the emotional resonance of Chinese and people of all countries. For example, praying for "peace" in many countries' dictionaries echoes Chinese' longing for "good weather for the crops" since ancient times. When it comes to product marketing, we ought to make efforts in the promotion of telling Chinese story of the "harmony" culture to the world and spreading China voices of peace and friendship. An old saying goes that it is always a pleasure to greet a friend from afar. It can wake up the emotional resonance of tourists from the origin of their trip and make the tourism experience of the "harmony" culture a bridge enhancing the friendship between our compatriots at home and abroad.

V. CONCLUSION

"Harmony culture" is the essence and the value orientation of Chinese traditional culture. It reflects the macro vision of adhering to the "peaceful diplomatic concept" and building a community of shared future for mankind; the meso level of the social harmony and balanced development goals; the micro level of principles of treating others including "harmony brings wealth", "if the family lives in harmony, all affairs will prosper", "getting along with neighbors harmoniously" and "harmony is precious". With the deepening of opening up to the outside world, China has gradually become the largest destination country for studying in Asia, and education tourism has become one of the must-select activities for foreign students. In the process of developing "harmony culture" inbound education tourism products, it is necessary to highlight its four functions "tour, learning, pleasure and affection" and adopt development strategies such as "multimedia commentary, multi-regional alliance, multi-format integration and multi-cultural resonance".

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