

Research on the coupling development of the ‘She’ ethnic culture and tourism in Jingning under the background of cultural tourism integration —Taking the ‘Sanyuesan’ festival culture of ‘She’ people in Jingning as an example

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Abstract

Under the background of cultural tourism integration, taking the ‘Sanyuesan’ (March 3rd) festival culture of ‘She’ ethnic group in Jingning, Zhejiang Province as the representative, this research explores the significance, value and approaches of the coupling development of the ‘She’ ethnic traditional and local tourism. Using the research methods of literature collation and field investigation, it discusses the advantages of Jingning traditional cultural tourism development, including policy resources, geographical location and characteristic culture. By analyzing the practical problems of Jingning cultural tourism, this research puts forward that Jingning should attach importance to the overall interests, factor guarantee, endogenous driving force, protection mode and traditional culture development. It should also improve the supporting facilities, enhance the tourism management, build the tourism brand, deepen the tourism experience, and establish the tourism community by strengthening the government's leadership, scientific planning as well as guidance, so as to promote the coupling development of traditional culture such as the ‘Sanyuesan’ festival of ‘She’ ethnic traditional culture and tourism. The purpose and meaning of this research is mainly meant to provide intellectual support for the cultural self-confidence growth, intangible cultural heritage protection, cultural and tourism integration and rural revitalization of the ‘She’ ethnic group in Jingning.

Keywords: ‘She’ Ethnic Group ‘Sanyuesan’ Cultural Tourism Integration Coupling Development.

INTRODUCTION

There is a natural internal relationship between culture and tourism. Culture is not only the main motivation to stimulate tourism demand, but also an important production factor to promote the development of the tourism industry. Tourism is a vitally important platform for cultural communication and cultural exchange, and also provides external demand support for the realization of cultural values. In 2011, the Sixth Plenary Session of the seventeenth CPC (Communist Party of China) Central Committee clearly proposed to ‘promote the integrated development of cultural industry, tourism and other industries’, marking the beginning of cultural tourism integration. The establishment

of the Ministry of Culture and Tourism in 2018 further highlights the development orientation and strategic deployment of the country in the new era in the development of cultural tourism industry (Zhou, 2018). As a national intangible cultural heritage, the ‘Sanyuesan’ of the ‘She’ people is an important representative of the traditional culture of the ‘She’ ethnic. It has many attributes such as originality, locality and liveliness, and shows strong characteristics of participation, performance and integration. Therefore, the effective coupling of intangible cultural heritage and other traditional cultures with tourism is not only conducive to promoting the living inheritance of intangible cultural heritage (Wang, 2008), but also conducive to

optimizing and improving the quality of tourism and enabling the development of tourism .

In 2017, taking the very opportunity of establishing a national global tourism demonstration area, Jingning county actively sought to apply for the establishment of a provincial global tourism demonstration county and began to explore a new model of tourism development. Jingning County Government proposed to develop tourism into a strategic pillar industry in the county. As the only ‘She’ Autonomous County in China, how to make use of the intangible cultural resources of the ‘She’ people, such as ‘Sanyuesan’, ‘She’ folk songs and ‘She’ marriage customs, and put forward the development path according to local conditions is an important topic of the times.

Analysis on the current situation of ‘She’ cultural tourism in Jingning

Development advantages

1. Manifest policy and resource advantages

Jingning ‘She’ Autonomous County is located at the junction of the Yangtze River Delta economic zone and the West Bank of the Strait. It is located in the hinterland of the mountainous area in the south of Zhejiang Province. It has developed the folk customs of simplicity, kindness, diligence, courage and hospitality. In the long historical migration process, the ‘She’ people has gradually formed its characteristic culture, including folk festivals, religious sacrifices, traditional literature and sports, leaving a wide variety of intangible cultural heritage. Jingning has been named China's international tourism and cultural destination, China's most famous ethnic tourism County, China's best cultural and ecological tourism resort, China's top ten global tourism demonstration counties and cities and many other honorary titles. The tourism destination brand influence of ‘She Township of poetry and painting, Harmonious and Esthetical Jingning’ has been continuously improved (Wu, 2007).

2. Rich culture with ethnic characteristics

Jingning's unique ‘She flavor’ radiates from cities and counties to all villages and towns. The four representatives of national intangible cultural heritage: the folk songs of ‘She’ people, the ‘Sanyuesan’ of ‘She’ Township in China, the marriage of ‘She’ people and the colored ribbons

of ‘She’, (Huang, 2017), have become golden business cards of Jingning, which encourage tourists to come to Jingning to experience the intangible cultural heritage, the history and life. In addition to the Chinese traditional festivals such as the Lantern Festival, the Spring Festival, the Dragon Boat Festival, the Qingming Festival and the Double Ninth Festival, the ‘She’ people also has “Eryue’er” (February 2nd), ‘Sanyuesan’ (March 3rd), ‘Dragon Sealing Festival’ and other exclusive traditional festivals of the She ethnic group. On traditional festivals, ‘She’ people will wear their national costumes to participate in the grand events and sing songs loudly, creating a warm and cheerful atmosphere everywhere.

3. Rapid growth of tourism economy

In recent years, based on the advantages of ecological resources, Jingning County Bureau of culture, radio, television, tourism and sports has actively promoted the protection and inheritance of the excellent traditional culture of ‘She’ people and local folk culture, accelerated the cross-border integration of ‘She’ culture with urban and rural construction, tourism industry and agricultural industry, continued to release the new vitality of cultural and tourism poverty alleviation, and rapidly increased the total tourism income. By comparing the tourism income of Jingning in recent ten years (see the table below), it can be seen that it shows a continuous upward trend. From 1.306 billion yuan in 2012 to 7.93 billion yuan in 2019, we can see an increase of more than six times. Although Jingning's tourism industry has been seriously affected by the spread of the global epidemic in recent two years, Jingning's tourism revenue reached 6.746 billion yuan in 2020. It is believed that after the epidemic, the tourism revenue of the County will show a blowout growth trend.

Tourism income of Jingning ‘She’ Autonomous County in recent 10 years

Year	Tourism income (billion RMB)	Year-on-year growth (%)
2012	1.306	28.3
2015	3.065	29.08
2016	4.1	38

2017	5.408	28.1
2018	6.574	21.58
2019	7.93	20.6

Note: the data comes from Jingning government work website

Existing problems

'The water and soil of an area foster the people of the area.' The geographical environment and reproduction process of the 'She' people have bred the unique national customs and traditional culture of the 'She', forming a distinctive tourism characteristic of the 'She' ethnic folk culture. However, there are still many problems in the process of developing 'She' ethnic cultural tourism.

From the perspective of developing tourism, the main problems are the lack of integration of culture and tourism, the lack of sustainable development, the relatively low recognition of its tourism brand, and relatively low market share. There are also many aspects to be improved, such as insufficient participation of community subjects and unstable foundation of tourism, which are specifically reflected in:

1) The integration of culture and tourism is not deep.

There are abundant cultural resources of 'She' people in Jingning County, but at present, there is a lack of platform to gather such advantageous cultures, especially a platform that can be widely recognized by major 'She' inhabited areas in China. At present, only the festival of 'Sanyuesan, She Township of China' has a great influence, and there is still a lack of characteristic 'She' culture leading industry and 'She' culture exhibition market with radiation. Despite the fact that 'She Shanfeng', 'Millennium Shanha', 'Impression Shanha' and other high-quality performances have been carefully arranged and launched, 'She' intangible cultural heritage films have also been produced, 'She' radio dramas have been recorded, a series of 'She' original songs have been created, and 'She Shan dawn', a large-scale original national song and dance drama premiered in 2020, only 'Impression Shanha' has realized the normalized tourism reception performance. Most cultural products have not

been updated and upgraded, and so has not become a sustainable growth point of local tourism economy.

2) The market recognition is relatively low.

At present, the tourism industry in Jingning County is single, still focusing on tourism, with scattered tourism products, insufficient tourism brands, insufficient commercialization and no leading enterprises (Pan, 2018). The souvenirs in the scenic spots lack the characteristics of 'She' ethnic customs, which are similar to those in other tourist attractions. 'She' cultural tourism commodities lack certain artistry and collectability, which is difficult to meet tourists' shopping needs. The tour is short, the experience level of tourism products is low, and the experience quality is constantly ignored. Most of the 'She' folk customs performances such as 'She' marriage in the scenic spots are tedious and lack of interaction. The problems existing in the tourism management of Jingning County, such as stressing construction, projects, hardware, sightseeing, and scenic spots, but ignoring operation, products, software, experience, routes and so on, lead to the short residence time of tourists and thereby low market recognition.

3) Subject participation is insufficient.

The daily living conditions, living environment and cultural psychology of 'She' people are the foundation of the sustainable development of 'She' cultural tourism. The resident left-behind population in the 'She' ethnic people gathering area is mainly the elderly and children, and the cultural quality is relatively low, resulting in the inherent deficiency of the residents' ability to participate in the tourism industry in the 'She' gathering area. Except for a few people who can get part of the profits from participating in the tourism industry by setting up farmhouses and selling handicrafts and agricultural and sideline products, most residents can not make direct profits. As the main body of 'She' traditional culture and life, the lack of participation of local 'She' people in tourism will naturally weaken the enthusiasm of 'She' cultural inheritance and innovation, and then shake the foundation of local cultural tourism (Lei, 2007).

From the perspective of developing the traditional culture of 'She' people, with the advancement of globalization and

modernization and the acculturation of 'Han' culture, the inheritance and promotion of the traditional culture of 'She' are facing a huge impact, mainly as follows:

1) In order to develop local tourism, the government has made great efforts to invest in the construction of highways, attract investment for the construction of tourism supporting facilities, cut peaks and fill them, which has changed and damaged the original landform. A large number of residential buildings that can reflect the mountain culture of the 'She' people have been demolished.

2) With the unification of the national education system, the acceleration of the modernization process and the frequent cultural exchanges brought by tourism, the school-based education system has replaced the traditional family education system of the 'She' people, making the 'She' teenagers change from paying attention to the local knowledge obtained from their relatives to the mainstream knowledge generally recognized by the society by constructing diversified social relations, and then it weakens the dissemination and inheritance of 'She' traditional culture among the young.

3) The education level of ordinary 'She' people is relatively low, they are used to the traditional mode of agricultural production, lack the skills to engage in relevant work in the process of tourism development, and their ability to participate in tourism employment is weak. Multiple pressures such as economy, culture, political status and social psychology make ethnic minority communities vulnerable to the wave of tourism development.

Value and significance of the coupling development of 'She' traditional culture and tourism in Jingning

1. It is conducive to integrating the traditional cultural resources of 'She' people and highlighting the ethnic cultural characteristics.

Through the integration and rational development of such 'She' cultural heritage resources as 'She's' architecture, clothing, medicine, language, songs and dances, sports, religion, beliefs and festivals, it is of great practical significance to improve the protection of 'She' cultural heritage and give full play to the value of 'She' cultural heritage (Liu & Lan,

2016). In this way, it is conducive to give full play to the policy advantages of the region, build a development platform, broaden the development channels, further integrate resources in policy formulation, fund raising, industrial development, project promotion and talent training, break through the bottleneck constraints and promote the development of the 'She's' cultural industry. In addition, through the development of characteristic ecological agriculture, characteristic agricultural product processing industry and characteristic leisure tourism with national customs, it benefits to stimulate and promote the characteristic development of 'She' culture and build the characteristic brand of 'She' nationality, so as to truly implement the cultural policy of 'intangible cultural heritage protection and cultural confidence' in the new era (Xiao, 2015).

2. It is conducive to optimizing the cultural and ecological environment as well as promoting national unity and progress.

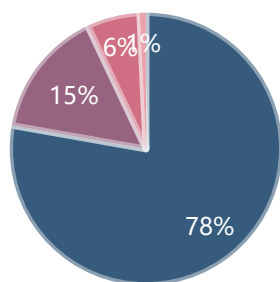
In the development and utilization of the traditional culture of the 'She' people, always implementing the green ecological development concept of 'green water and green mountains are golden mountains and silver mountains' is conducive to protecting the quality of the ecological environment, enriching human conservation, optimizing the development background of ethnic minority areas, and realizing the coordinated development of population, resources and environment and the organic unity of economic, social and ecological benefits in the 'She' ethnic areas. Through the development of ecological economy and characteristic 'She' cultural industry, it is conducive to improving the public infrastructure in ethnic minority areas and the level of public services, which further develops local people's security and livelihood. The sustainable development of the traditional culture of 'She' people will help to improve the income level of ethnic minorities, narrow the gap between the rich and the poor, highlight the advantages of the socialist system, and strive to contribute to the realization of common prosperity. It also benefits to improve the self-development ability of the 'She' people, activating the endogenous driving force and vitality of the protection and inheritance of the 'She' traditional culture, and promoting the unity, progress and development of the nation.

According to the results of the questionnaire conducted by the researcher in the main ‘She’ people gathering areas of Fujian and Zhejiang provinces (Question 14, see the pie chart below), nearly 80% of the 270 people hold a positive and optimistic attitude towards the promotion of local tourism development by the traditional culture such as the ‘Sanyuesan’ Festival of the She people, which further explains that the integrated development of tourism has a broader mass base and cognition.

Q14: Do you think the She People’s ‘Sanyuesan’ festival culture plays a great role in promoting the development of tourism?

The importance of ‘Sanyuesan’ Festival’s role playing in promoting local tourism

■ great ■ moderate ■ unclear ■ none



3. It is conducive to the industrial upgrading of Jingning County and the sustainable development of its economy and culture.

Based on the advantages of ‘She’ traditional cultural resources and making full use of its renewable and reusable economic characteristics, it benefits to accelerate the development of industries with ethnic characteristics, optimize the industrial structure of ‘She’ areas, enhance their economic strength and improve production and living conditions (Wang, 2007). Through the rational development and utilization of the traditional cultural resources and industrial chain of the ‘She’, it is also conducive to the coordinated development of economy, ecology, culture and society, maintaining or cultivating the driving force and potential for the sustainable development of ethnic minority areas, and enhancing the sustainable development of the economy. With the transformation and upgrading of industries, the development of

‘She’ cultural heritage is conducive to gradually realizing the economic benefits of more mature economies in various industries and the sustainable utilization of ‘She’ traditional culture. The extension of the industrial chain can drive more local ‘She’ people to continuously explore and inherit the ‘She’ culture, actively participate in the local tourism industry, strengthen the integration of culture and tourism in multiple dimensions, and achieve the era goal of sustainable development of ‘She’ culture and rural revitalization.

Effective approaches and measures for the coupling development of the ‘She’s’ traditional culture and tourism in Jingning

‘Cultural platform and economic performance’ is a policy actively advocated by China’s local governments. The starting point is tourism and the foothold is economy. In the current new historical period, the purpose of developing tourism is not only to reproduce a culture, but also to make culture a means of economic development and attract capital investment. Meanwhile, the tourism market also provides a greater platform and development opportunities for the survival and development of national culture. Under the background of cultural tourism integration, traditional culture has become a cultural capital that can drive economic and social benefits, which has been developed and utilized, and slowly radiated to every corner of traditional culture. Driven by the tourism market, many traditional cultures that are disappearing or have disappeared have been explored and developed, showing new vitality and vitality. Since culture is dynamic and constantly changing, only through continuous ‘reproduction’ to maintain its own balance can a society lives (Zeng, 2009).

In view of the current situation and development needs of Jingning cultural tourism, the specific measures and approaches can be started from the following aspects:

Strengthening the leading position of the government through scientific planning

As a special tourism resource, the starting point of tourism development is to better protect and inherit the traditional culture of the ‘She’ people in Jingning County. As the pillar industry of Jingning’s development, tourism must rely on the attention and investment of the government. The tourism development only led by

community residents and enterprises has practical problems such as project development capacity, capital and benefit distribution, which can be better solved only by government's coordination (Wu, 2007). Only by forming a strong joint force led by the government, community participation and enterprise development can we ensure the sustainability of the 'She' traditional culture tourism development.

1. To improve the medium and long-term development mechanism

The basic guarantee for the integrated development of culture and tourism in Jingning is to formulate the medium and long-term development strategic plan of 'She' cultural tourism in Jingning and form a set of formal and effective management mechanism. It is essential to adhere to planning guidance and multi-compliance, and reduce the phenomenon of 'minding their own business' in policy formulation and regulatory mechanism. It is strongly suggested to give full play to the role of museums and promote the popularization of 'She' cultural tourism projects in scenic spots. It is of great importance to strengthen the collection of 'She' cultural heritage, use science and technology and digitization to improve the overall level, connotation and historical heritage, so as to build a dynamic participatory modern panoramic Museum.

2. To accelerate market orientation

The subject of 'She' traditional culture tourism development is those tourism enterprises. Based on the market-oriented model, it is essential to absorb social capital, and actively introduce leading enterprises to participate in the development of 'She' culture tourism in Jingning County, so as to promote the sustainable development of tourism industry in multiple aspects (Pan, 2018). Promote the market-oriented transformation and development of travel agencies, coordinate the development of online and offline businesses, guide travel agencies to more accurately grasp the subdivision and upgrading trend of tourism consumption market, continuously improve the product innovation and design ability of travel agencies, and further improve the market competitiveness of travel agencies. It is highly proposed to adhere to the guidance of marketization and industrialization, and

cultivate a number of market players of tourism commodities and souvenirs integrating design, production, sightseeing and experience. It is a must to promote the integration of 'She' cultural resources with modern science and technology and elements of the times, give full play to the advantages of 'She' Township agricultural products and 'She' Township handicrafts in Jingning County, accelerate the development of tourism supporting industries such as 'She' family entertainment and home stay, and expand 'She' cultural products.

3. To create a good tourism business environment

It is vitally important to actively guide and standardize the role play of tourism subject and object, and follow the responsibilities and obligations in tourism relations. Through the training of tourism management and service skills, improve the ability of community tourism participation, and give full play to the active role of the holders of 'She' traditional culture in tourism development and national culture protection (Wu, 2007). Enhance tourists' Tourism norms and environmental awareness, and reduce the impact of tourism activities on local cultural ecology and natural environment. In the process of tourism development and management, through the construction of tourism ethics, it is essential to coordinate the contradictions and conflicts of various stakeholders in tourism activities, form a new tourism order of sustainable development, and promote the healthy and coordinated development of 'She' ethnic traditional culture protection, tourism development and environmental protection.

Improving the tourism supporting system and the tourism service capacity

1. To improve the regional tourism transportation system

First, by strengthening the connection between Jingning County's tourism transportation and regional transportation trunk lines, improve the tourism transportation network, form an urban tourism public transportation system in which buses, bicycles, taxis and private cars can complement each other, and effectively promote the transportation convenience of tourists. Second, take the opportunity of the provincial and municipal re-evaluation of grade a scenic spots in Jingning County, increase the upgrading

and expansion of major scenic spots and venues, and speed up the construction of Jingning County tourism distribution center.

2. To improve the tourism identification system and interpretation system

Closely linked to the 'She' culture, 'She' elements such as Phoenix and 'She' ribbons are widely used, focusing on promoting the construction of projects such as the transformation project of urban 'She' style, Millennium Shanha palace, phoenix ancient town, 'Sanyuesan' square, Shanha Grand Theater, small-town characteristic culture building project, 'She' ancestral hall, folk Museum and 'She' Museum upgrading project, so as to build a core platform of national culture, enhance cultural identity and unite the national spirit. It is a must to set up public information graphic symbols, tourism indication signs and traffic guidance signs of 'She' cultural elements throughout Jingning. According to the needs of tourists at different cultural levels, tourism interpretation will increase interaction on the basis of traditional interpretation, and boldly explore the application of cutting-edge technologies such as VR (virtual reality), AR (augmented reality), AI (Artificial Intelligence) and cloud computing in interpretation services.

3. To accelerate the construction of smart tourism

Smart tourism is an inevitable choice of the Internet plus era. With the deep application of network information technology, the integration of tourism economy and information economy is an inevitable trend (Buhalis & Werthner, 1997). Actively create smart tourism cities, smart tourism scenic spots, smart tourism villages and smart tourism enterprises, and build county tourism data centers. With the help of the Internet platform, build a new tourism statistics system, and strive to realize the seamless link with the national tourism data center as soon as possible. Make full use of big data to accurately understand the source market, judge user needs, predict tourism trends and accurately launch tourism products. Build a smart tourism service platform, develop the information interaction function of mobile terminal services, realize the whole process and interactive virtual tourism experience, maintain customer loyalty and meet the personalized needs of tourists.

Creating characteristic tourism brand and deepening tourism experience

1. To implement a brand-driven strategy

Brand effect is very important to enhance the popularity of a region and promote the development of local tourism. Deeply carry out the excavation and sorting of folk culture in 'She' township of Jingning, take 'Sanyuesan of She Township in China' as the core brand, improve and integrate a number of 'She' folk festival activities, link the window effect of festival activities with other tourism activities and scenic spots, and form a cultural system of Festival activities. Further strengthen the extension depth and delicacy of national festivals in Jingning County. The brand building of 'She' Township will lead the creation of beautiful countryside, promote the brand building of 'She' Township with the creation of beautiful countryside, fully integrate the culture of 'She' people into the construction of beautiful countryside and the layout of urban and rural facilities, and will comprehensively show the memory impression and folk cultural style of 'She' township.

2. To launch customized tourism services

With the immersive tourism experience becoming a new fashion of tourism, potential tourists decide to consume according to the experience that maximizes their satisfaction (Liu & Lan, 2016). Personal tourism consumption decision also affects the direct tourism economy of cultural tourism destination. According to the different needs of the tourist market, adhere to the core values of the traditional culture of the 'She' people, innovate service methods, convey cultural values with high-quality service attitude, and build a characteristic service standardization system in Jingning County. The personalized customization of tourism products can deeply excavate the connotation of 'She' traditional culture and improve the quality of tourism experience. Launch the private customized service of 'She' cultural heritage tourism. By focusing on creating differentiated, standardized, modular and diversified 'She' cultural tourism products and customized services, each product and service can become a 'flash point' for the experience and promotion of the 'She' culture. The high-quality tourism

experience will improve the overall satisfaction of the tourism industry in Jingning County.

Building a tourism development community to promote common prosperity

1. To encourage the holders of 'She' traditional culture to actively participate

The active participation of 'She' people in Jingning is the most important endogenous driving force for the development of local tourism. 'She' culture basically covers all aspects of people's daily life, and the tourism development of 'She' culture is naturally inseparable from their support. The relationship between the public, the rhythm of production and life, and the improvement of community functions all directly affect the coordination and unity of economic, social and environmental benefits (Liu & Lan, 2016). Encourage local 'She' people to participate in tourism development and management, such as handicraft production and sales, tourism reception and other service-oriented work, or obtain income dividends through land transfer, village collective economy, so as to enable more local residents to participate in tourism activities. Enhance their sense of existence and gain, and stimulate their enthusiasm for participation. Locals should participate in the whole process of operation and monitoring, promote them to have more understanding and love of the culture, and improve their enthusiasm for its inheritance and protection. They should enjoy the dividends brought by tourism development, which will also effectively feed the inheritance and promotion of the 'She' traditional culture.

2. To build a regional 'She' tourism community

The traditional culture of a nation can make individuals and ethnic groups have a strong sense of identity. The common cognition of society often becomes the primary driving force for the protection of its traditional culture. The She ethnic is mainly distributed along the southeast coast of China. Its population in Fujian and Zhejiang provinces alone accounts for nearly 80% of the total population. Take Jingning as the center, strengthen the linkage with the surrounding areas, establish a strategic alliance of 'She' cultural tourism inside and outside the province, take advantage of each other, develop and share the derivatives of she cultural tourism with characteristics, go deep

into the front-line market, conduct targeted research and promotion, and establish a 'She' traditional cultural tourism community. Through the construction of tourism networks such as joint construction with surrounding regional routes, market expansion, passenger source sharing and brand sharing, a large tourism economic circle will be realized, to form 'the one belt, one road', a common prosperity system of the 'She', based on its culture as the main line and coordinated across mountains.

Conclusion

Under the background of cultural tourism integration and global tourism, how to promote the coupling development of traditional culture typical of the 'Sanyuesan' festival of the 'She' people in Jingning and local tourism is a new era proposition (Pan, 2018). Traditional culture is the spiritual core and the original driving force. Tourism is a pillar industry and a development platform. Only when they are organically integrated can they achieve win-win results.

As the 'national She culture headquarter', Jingning 'She' Autonomous County should adhere to the very idea of 'tangible inheritance, carrier display and brand achievements' of 'She' culture, strengthen the 'She' style tourism brand and the transformation of 'She' culture, so as to make cultural tourism poverty alleviation become a 'new force' to promote rural revitalization, rural economic and social development and farmers' poverty alleviation and prosperity. Based on the core competitiveness of characteristic culture, continue to implement the project of cultural infiltration and industrial accommodation, promote the multi industry integration with style tourism as the core, advocate taking scenic spots as the basic support platform, and package the characteristic cultural service industry, handicraft production and sales industry, agriculture and other service industries into tourism element projects such as food, housing, transportation, tourism, shopping and entertainment. In terms of connotation expression and external publicity, strengthen the integration of 'She' elements and 'ecological' elements, transform ordinary products into cultural products, improve the added value and competitiveness of products, form an industrial ring with tourism as the core, drive the

integrated development of multiple industries and help the common prosperity of 'She' and 'Han' people.

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