

# Research on the Integration and Development of Folk Art and Cultural Tourism Industry under the Modern Cultural Background

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**Abstract.** China is a big multi-ethnic family, with numerous cultural tourism resources, while folk culture has unique characteristics and its tourism value is extremely high. Folk art can not only create a different kind of folk cultural experience for tourists, but also provide a way for tourists to learn about exotic cultures and customs, so that they can relax their mood to the greatest extent and enjoy their body and mind. At the same time, in equal communication with each other, we can enhance mutual friendship and enhance the cultural quality of tourists. Based on this, this paper, based on the modern cultural background, puts forward the innovative development countermeasures of the integration of folk art and cultural tourism industry. Developing and protecting folk culture tourism is an important factor to promote the sustainable development of local tourism economy and one of the important pillars of economic development. Therefore, this study can provide some reference and guiding significance for the inheritance and innovation of traditional folk culture and the development of tourism industry.

**Keywords:** Modern Cultural Background; Folk Art; Cultural Tourism Industry; Fusion Development.

## 1. Introduction

It is a bridge to spread civilization, exchange culture and enhance friendship, and an important indicator to improve people's living standards. In recent years, with the continuous development of tourism, folk culture tourism is also developing constantly [1]. At present, the "tourism plus" formed by the integration of folk culture and tourism has also attracted much attention. The integration and development of cultural tourism has not only promoted the local economic development, but also contributed to the protection and inheritance of traditional folk culture. Folklore is a traditional cultural phenomenon that is closely related to human life, which is created and passed down from the folk [2]. The scope of folk culture roughly includes the following three aspects: material folk culture; Social folk culture; Spiritual folk culture. In addition, there is psychological folklore, which refers to the influence of folklore on a nation's psychological quality [3]. Folk customs vividly show people's life, are closer to life, and have unique charm in artistic forms and ideas. Folk tourism is a kind of high-level cultural tourism, which meets the psychological needs of tourists "seeking novelty, difference, pleasure and knowledge" and has become one of the important contents of tourism behavior and tourism development [4]. It is a kind of cultural tourism form with strong regional and folk characteristics, and its essence is cultural attribute. It attracts tourists by using traditional folk customs and specific regions, which promotes the consumption behavior of humanistic folk culture in different places.

China's tourism resources can be divided into three parts: natural scenery, historical culture and folk culture. It is not only one of the social ideologies, but also a cultural heritage with a long history [5]. As an important cultural type in people's daily production and life, folk customs contain rich and harmonious cultural elements, which play a great role in coordinating human and nature, promoting social security and constructing a harmonious society [6]. Tourism is an activity in which people leave their usual environment, go to some places and stay in some places for leisure, business and other purposes, but for no more than one year in a row. It includes three characteristics: off-site, temporary and comprehensive. With the continuous adjustment of China's industrial structure, tourism, as the tertiary industry, has gained a large development space, and it is necessary to

constantly innovate and develop ways to show the characteristics of folk culture [7]. At the same time, with the rapid development of the tourism industry, the rational development and utilization of folk cultural resources has become an important task of tourism development in the future [8]. Based on this, this paper discusses the tourism value and development ways of folk culture, and puts forward the innovative development countermeasures of the integration of folk art and cultural tourism industry. It aims to enhance the competitiveness and attraction of folk culture tourism and promote the sustainable and healthy development of tourism industry.

## 2. Tourism Value of Folk Art

### 2.1 Art Tourism Promotes and Regulates Modern Life

As an ancient civilization with a long history, China is rich in folk culture resources. However, with the deepening of the strategic tendency of the world economy towards globalization, the progress of human society and the change of tourists' demand, the survival, protection and inheritance of China's traditional folk culture are also facing new challenges [9]. Therefore, doing a good job in protecting and inheriting folk culture has a far-reaching impact on building national harmony. At present, under the background of rapid economic and social development, the competition among various sectors of society is becoming more and more fierce. Driven by the internal cause of pursuing economic maximization, the pace of modern people's life is getting faster and faster. The pressure of work and life has a great impact on people's physical and mental health, and people are increasingly yearning for a high-quality life. Through the form of folk culture tourism, it can effectively slow down people's fast-paced modern life, relieve people's work and life pressure and release their mood. Figure 1 shows the theoretical model of tourism experience generation.

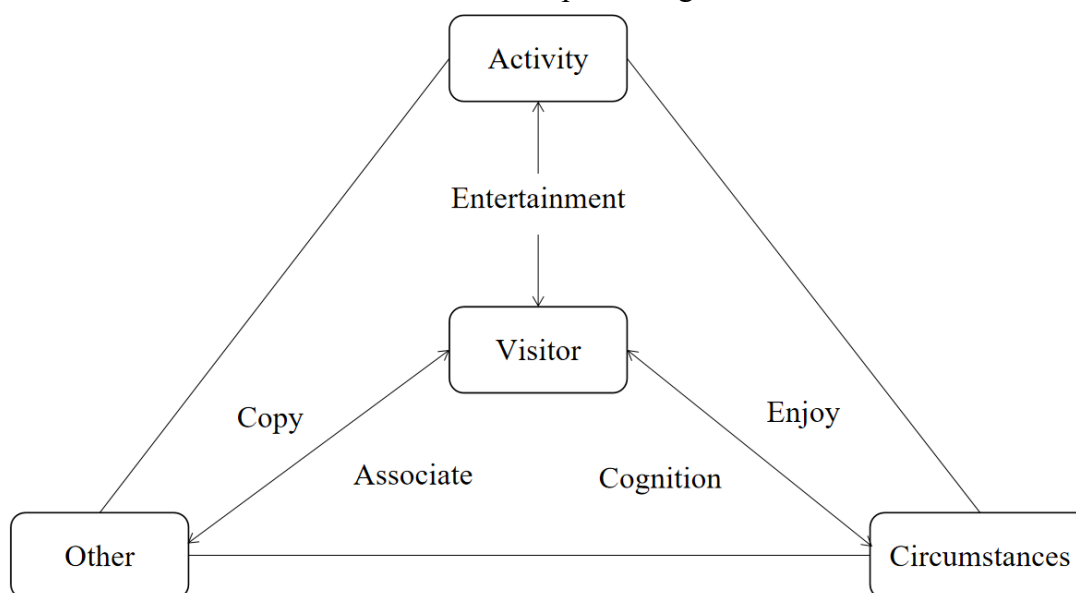


Figure 1. Theoretical model of tourism experience generation

In modern tourism activities, as long as a tourist leaves his habitual residence and moves to another place, he will feel a kind of local conditions and customs different from his habitual residence, such as residence, diet, dance, costumes, rituals, etc., giving people a completely different cultural ecological environment, that is, the folk cultural atmosphere of the tourist destination. A variety of cultures and customs can make tourists feel refreshed, meet their inner needs, enrich their knowledge and improve their cultural literacy while relaxing themselves. Participating in a few folk customs activities can not only provide tourists with rich opportunities to appreciate folk culture and enhance their aesthetic feelings, but also free them from the fast-paced and complicated life and experience the beauty of nature.

## 2.2 Folk-Custom Tourism Promotes Economic Development and Cultural Dissemination

Folk culture development has a very high tourism value. China has a vast territory, and different ethnic groups and regions will inevitably form different folk cultures in the historical development. Applying folk culture to tourism development is an excellent development opportunity for some relatively backward regions [10]. Through folk culture tourism, tourists can have a fuller understanding of the national culture of people living in various regions and regions, and appreciate the customs and human feelings of different places. Through personal participation in various folk cultural tourism activities, we can experience national festivals and traditional recreational activities in various places, meet tourists' leisure, aesthetic and other needs, and enhance tourists' cultural quality. At the same time, with the development of social economy, the content of folk culture of productive forces is increasing, and the added value of folk culture of commodities is getting higher and higher, which can serve the economic development. This urges us to form such a view: to promote the development of national folk culture by economic development, and to promote the economic prosperity by carrying forward the traditional folk culture. The picture shows the folk cultural activities.



**Figure 2.** Folk cultural activities

At present, folk tourism with the theme of folk culture has become an important part of the development of tourism industry in China, which has created a lot of social and economic benefits for the country and made great contributions [11]. As an art type combining aesthetics with practicality, the advantages of folk art in the development of tourism products are constantly revealed. In the process of experiencing folk culture, word of mouth has played a good role in promoting the spread of folk culture. It can not only effectively promote the development of local economy, but also make the spread of folk culture wider, help spread local folk culture, let more people know about local folk culture and attract more people to travel.

### **3. Ways to Develop Folk-Custom Tourism**

#### **3.1 Improve the Effective Understanding of Folk Culture Tourism**

Where there are crowds, there is folk culture. There is hardly a similar folk culture in the whole country. Folk culture in every corner has its own characteristics, which is just a rich resource for developing folk tourism. However, folk culture resources are often non-renewable. By creating a good folk culture environment, folk culture can better serve tourism and economic development. Protecting the folk culture environment means protecting the resources themselves. If the folk-custom tourism wants long-term sustainable development, it must adhere to the theory of sustainable development, and establish the understanding of ecological concept development from the ideological level, so as to lay the foundation for the sustainable development of folk-custom cultural tourism. Therefore, the tourism developers of folk culture should effectively understand the role of folk culture in China's national traditional culture and promote the scientific development of folk culture tourism. Clear the relationship between folk culture and tourism, strengthen the in-depth study of folk culture history, and promote the orderly and healthy development of folk culture tourism.

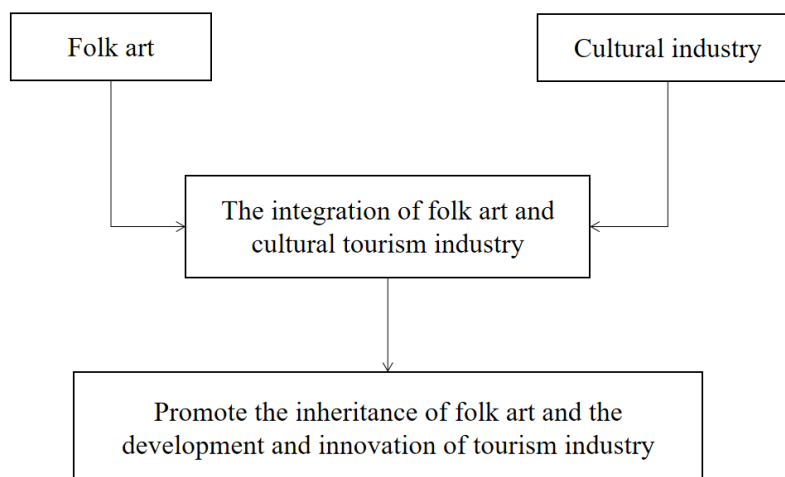
#### **3.2 Strengthen the Protection of Historical and Cultural Resources and Put an End to Commercial Development**

Folk culture environment is an indispensable resource in the development of folk tourism. It is the real environment of people's life, and it is inherited from the people, and it is the living environment and culture of the people. During the development of folk culture tourism, developers must take into account the feelings of tourists and pay attention to the satisfaction of tourists' physical and mental needs. Promote the incisive, objective and true presentation of folk culture. Only by satisfying the tourists' needs can we reap good economic benefits. The perfection of cultural tourism market is mainly reflected in the emphasis on the role of folk culture circle. Excellent folk culture circle can influence tourists' psychology, consciousness and cultural essential characteristics, and create greater economic benefits for folk tourism culture market. During the development of folk culture tourism, developers must closely follow the key points of folk culture tourism development and rely on unique folk culture to get effective contact with tourists. In the tourism development work, we should try our best to keep the folk culture and customs as true as possible, and at the same time do a good job of publicity and education for local residents. Except for a few barbaric and ignorant people's actions, there is no difference between the advantages and disadvantages of folk culture, which is an excellent part of world culture. At the same time of economic development and cultural exchange, we should protect our own cultural traditions. Only the national ones are the world. If we lose our own folk cultural characteristics, we will basically lose the vitality of tourism and fail to achieve sustainable development. Therefore, it is necessary to scientifically develop folk culture tourism, spread the traditional culture of the nation, and promote the orderly and healthy development of folk culture tourism. At the same time, developers should eliminate predatory development mode, pay attention to long-term interests, carry out scientific and rational planning and layout, put an end to commercial development, and promote the orderly and healthy development of folk culture tourism.

### **4. Integration and Development of Art and Cultural Tourism Industry**

Many traditional folk arts in China are scattered in rural corners, and the modern commodity economy market has a strong excavation function. Driven by market demand, many kinds of folk arts with great development value have been discovered and developed through modern tourism. One of the focuses of the development of folk tourism resources is to seize religious tourism. Religious activities are folk activities, which affect the eyes of Chinese and foreign men and women. Religious activities are not an end, but a means. For people living in the city, it is not impossible to adjust their spiritual life through rural tourism. Rural tourism is the best practice and experience that combines labor, life, science and technology, culture and knowledge. It is not only very interesting and

instructive, but also romantic and elegant. Folk tourism makes people of all ethnic groups and regions come into contact with the cultures of ethnic minorities, and participate in festivals and various activities. While tourists feel the culture, it also makes it easy for the outside world to contact and accept the cultures of ethnic minorities. It not only promoted the development of local economy, but also brought folk culture out of the region, expanding the way of cultural transmission. In addition, modern tourism has the characteristics of commodity economy and has the functions of screening, reforming, debugging and integrating folk culture. Figure 3 shows the evolution of the integration and development of folk art and cultural tourism industry.



**Figure 3.** Evolution of the integration and development of folk art and cultural tourism industry

With the flourishing development of tourism, thousands of tourists are pouring into the reception places, which brings huge reception demand for local traditional culture. Some customs and traditional handicrafts that were almost forgotten have been redeveloped due to the expansion of the demand of the tourism market, which makes many traditional folk cultures that are on the verge of extinction revive in the tide of cultural tourism. Therefore, the development of cultural tourism is conducive to the integration of folk art and modernization and the reconstruction of folk art. The economy of folklore tourism is determined by the economy of tourism. Tourism is the application and development of folklore, an ancient and unique cultural phenomenon, in tourism, and it is also the concrete embodiment of using folklore to serve economic construction. As far as the development of folk culture tourism is concerned, its economic benefits mainly depend on the economic benefits of the project itself and the investment attraction of catering, accommodation and shopping industries, etc. to drive the regional economy. There is only a difference in the degree of incidental investment attraction, and the economic benefit of the project itself is the key to the decision-making of folk tourism development. The tourism development of folk customs provides a platform for the communication between different cultures. Different regions, different religious beliefs and different cultural customs have achieved full communication in tourism development. As the mechanism of modern commodity economy, folklore is injected into the traditional culture. Realizing the commodity of folklore will help it break the closed, conservative and lagging state, thus leading the traditional folklore to the healthy development of modernization.

## 5. Conclusion

With the gradual transformation of China's market economy, the tourism industry is also in the ascendant. Among them, folk tourism with the theme of folk culture has become an important part of the development of China's tourism industry, which has created a lot of social and economic benefits for the country and made great contributions. Folk custom is an important tourism resource with great economic and social value. Folk culture, with its regional, national, inheritance and variability



characteristics, makes its folk cultural landscape an important tourism resource. It is a tourism mode that shows the historical connotation and unique culture of a region or nation through the mutual integration of folk culture and tourism industry. The integration and development of art and cultural tourism industry is of great significance to the transformation and upgrading of tourism in China and the realization of cultural heritage. Based on this, this paper, based on the modern cultural background, puts forward the innovative development countermeasures of the integration of folk art and cultural tourism industry, and studies the significance of folk cultural tourism to cultural communication and people's tourism life. The regulation strategy of cultural tourism should be consistent with the strategy of sustainable economic development. At the same time, the development of folk culture tourism should adapt to local conditions and explore its characteristics, instead of sameness and similarity; We should use local materials, dig deep into local folk resources, and show the local life reality. Only in this way can we truly show the foundation of folk culture tourism. With the adjustment of China's industrial structure and the rise of the tertiary industry, it is believed that folk culture will bloom more magnificent colors in the tourism industry and enrich people's spiritual life.

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