

Study on the Protection and Development of the Anhui Section of the Huai River Basin from the Perspective of Ecotourism

-- A Case Study of the Huai River River Basin Folk Art

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Abstract

The essence of ecotourism is to cultivate an ecological culture, attach importance to sightseeing and experience, and advocate Green leisure tourism. In this context, it is necessary to protect and develop intangible cultural heritage resources. However, the development of intangible cultural tourism faces many difficulties. Take the Anhui section of the Huai River River basin as an example, the traditional management model, non-heritage innovation development and eco-tourism development do not adapt to the impact of science and technology, creative forms lack of innovation and other difficulties. Therefore, strengthening the integration of resources, establishing incentive policies, optimizing the allocation of resources, increasing capital investment and paying attention to the protection and training of talents are the specific paths for the development of Intangible Cultural Heritage Cultural Tourism.

Keywords

Eco-tourism; Intangible Cultural Heritage; Resource Development and Protection; Huai River River Basin Folk Art.

1. Research Background and Significance

1.1. The Development of Eco-civilization in the Intangible Cultural Heritage of Eco-tourism is the Theme of the Times

The development of tourism should establish the concept of eco-civilization. The Anhui section of the Huai River River basin is located in the transitional zone between the north and south climates. Its unique geographical position and long cultural history have laid a solid foundation for the development of tourism. The development of the tourism industry and the development of intangible heritage should be harmonious and mutually reinforcing. However, we have conducted an in-depth investigation into the tourism industry in the Anhui section of the Huai River River basin, it is found that the development of tourism and the exploitation of non-heritage are mutually exclusive and in conflict because of the poor supervision system, the utilitarian nature of resource exploitation and the uncivilized behavior of tourists, the above phenomenon is particularly prominent in the Anhui section of the Huai River River basin. Therefore, the intangible cultural heritage has not been well protected and developed in the course of its economic development. Although the government and other departments have strengthened their awareness of the importance of protecting the non-legacy in the development of the ecotourism industry, some losses have occurred.

1.2. The Necessity of Protecting and Developing Intangible Cultural Heritage from the Perspective of Ecotourism

They are not only the witnesses of the development of history, the crystallization of the wisdom and civilization of the Chinese nation, but also the intangible cultural heritage of our people, it is also the link of national feelings and the basis of national unity. The protection and utilization of Intangible Cultural Heritage Scientific Outlook on Development is of great significance to the implementation of the principle of economic and social development in an all-round, coordinated and sustainable manner. Combining the development of intangible cultural heritage with the development of ecotourism promotes the protection of intangible cultural heritage while developing ecotourism resources, it can provide financial support for the protection and development of intangible cultural heritage, publicise the knowledge of intangible cultural heritage, and develop new ecotourism resources, it elevates the height of tourism. This paper takes the folk art of the Huai River River basin as an example to study the protection and development of the Intangible Cultural Heritage of the Anhui section of the Huai River River basin in the current perspective of eco-tourism.

2. The State of Intangible Cultural Heritage in the Huai River Basin

2.1. A Long History of Culture

The Huai River River basin has been marked by the agricultural culture as early as the Paleolithic of human activities, and it is one of the earliest developed agricultural areas in our country. The Huai River River basin, which includes the present-day Bengbu, Suzhou, Anhui, Bozhou, Fuyang, Huaibei and Huainan, as well as parts of Lu'an, Chuzhou and Hefei, the history and culture of the Huai River River basin were born, evolved and developed here. The early Huai River River basin also gave birth to Confucianism, Mohism and Legalism. In ancient times, there were Daze Village Uprising in Suzhou, Anhui, the "Seventy-two camps" and the "Riding Road", which were stationed to practice martial arts. Today, there are also Guanbao Temple in memory of Guan Zhong and Huazu Temple in memory of Hua Tuo, a divine doctor during the Three Kingdoms period.

2.2. A Variety of Folk Art



Figure 1. Yang's micro-carving **Figure 2.** Yu Jia Shadow Play **Figure 3.** Bengbu paper-cut

The intangible cultural heritage is a kind of distinctive cultural symbol, which constitutes the unique cultural resources of the region. The Huai River River basin is rich in intangible cultural heritage and has a long history. The traditional theatre and dance of Bengbu are unique, with strong ethnic, diverse and local characteristics, some of the more well-known non-material cultural heritages listed at the national and provincial levels include huagudeng, Sizhou Opera,

Wuhe County folk songs, Yang's micro-carving (Figure 1), Yu Jia Shadow Play (Figure 2), Qian Gan dance, dry boat dance, Bengbu paper-cut (Figure 3) and light red porcelain paintings.

The flower drum lantern is a comprehensive folk art form combining dance, lantern song and gongs and drums music. It is one of the representative and typical folk dances in our country. It is popular in the Huai River River valley. Flower drum lamp has a long history, legend originated in the Xia dynasty, there are written records of historical data at least in the Song dynasty has been formed. In the 1930s and 1940s, it was formed in the Bengbu of Anhui, Fuyang Huainan, etc. . In 2006, he was selected into our country's first intangible cultural heritage list. Other intangible cultural heritage in the Huai River River basin can be found in Table 1.

Table 1. Current Folk Art Intangible Cultural Heritage Distribution in the Huai River basin

Name	kind	region	receiver	classic
Bengbu paper-cut	paper-cut craf	Bengbu	Hui Zhou	"Yu Feng Huai de"
Yujia shadow play	shadow play craft	Bengshan District	Jia-kun Yu, Qi-hua Yu	"journey to the west"
Flower drum lamp	song and dance art	Bengshan District	Guopei Feng	"Spring outing"
Wuhe folk songs	folk art	Wuhe County	Shengyou Xue, Qin Wang	"Pomegranate picking"
Yang's micro-carving	micro-carving craft	Bengbu	Qipeng Yang	"Money is lucky"
Painted Clay figurines	painting sculpture craft	Fuyang peripheral	Mingshan Zhang	"Cherish the spring painting"
Sizhou Opera	Opera Arts	Bengbu	Bin Zhou	"Picking cotton"

3. Difficulties Encountered in the Development of Intangible Cultural Heritage

3.1. The Industry is Small in Scale and has a Traditional Management Model

At present, the intangible cultural heritage industry in the Huai River River basin is small in scale, with a traditional business model and family workshops as the main mode of transmission, without strong brands and markets as support. Although these intangible cultural heritage have a long history and cultural heritage, most are known to a small group of people, it is difficult to go out because of the strong appeal and mass base of the marionette opera in Kunming and Quanzhou, Fujian province, it is impossible to get good economic results at present.

As a result, the workshops or enterprises are not doing well and have less revenue per day, which also leads to a lack of stamina for product development. So far, there has not been a successful case of using intangible cultural heritage to build a regional eco-tourism brand. The specific reasons can be summarized as follows:

3.1.1. lack of Start-up Capital

The current operating situation of an enterprise is directly reflected by its development scale or operating scale. If an enterprise lacks start-up capital, its profitability and the trend of survival and development will decline.

3.1.2. lack of Heir

The new generation of young people is the main force in the inheritance and development of Intangible Cultural Heritage Arts. However, our survey found that local young people have

gradually forgotten traditional arts such as flower drum lantern and Sizhou Opera, even some traditional arts have disappeared.

3.2. The Development of Non-heritage Innovation is not Suitable for the Development of Eco-tourism

In modern social life, intangible cultural heritage has not only become a strong support for ecotourism resources, but also brought new vitality to the development of modern tourism. In a sense, the success of ecotourism development is inextricably linked to the development of non-heritage innovation, and Intangible Cultural Heritage can play a unique role in the process of ecotourism creativity, because “Creativity is the core of the operation of an industry, its success or failure often depends on the uniqueness of the creative product in terms of style, tone, artistic characteristics, etc. . Therefore, the intangible cultural heritage with the collective memory will naturally become the most valuable creative material” [1] according to the current situation of the innovative development and utilization of intangible cultural heritage and eco-tourism in the Huai River River basin, the contradiction between the two is very obvious, that is, the development and utilization of intangible cultural heritage in ecotourism can not meet the requirements of cultural creativity in modern society, this has led to insufficient use of intangible cultural heritage in Ecotourism in the Anhui section of the Huai River River basin, and the intangible cultural heritage in ecotourism is not attractive to tourists.

3.3. Due to the Impact of Science and Technology, There is a Lack of Innovation in Creative Forms

With the development of society, the Advancement of Technology and culture, new art and creative life have emerged in an endless stream, posing unprecedented challenges to folk art such as flower drum lanterns in Bengbu and Sizhou Opera. A large number of new forms of artistic creation continue to attract people's attention, while traditional art still remains the traditional boring form of creation, people naturally have a preference for the new and dislike the old, and no longer pay attention to the traditional folk art, even think that traditional things are out of date, leading to people will not be interested in studying traditional art. Many traditional folk art are on the verge of extinction. However, as a form of folk theatre, such as the Huadu Lantern, Sizhou Opera and Wuhe County folk songs, only the connoisseurs can understand them, there is no economic benefit.

4. Strategies for Intangible Cultural Heritage Protection and Development in the Perspective of Ecotourism

The only way out of this situation for the survival and development of intangible cultural heritage is through the integration of resources, government support, private capital investment and the formation of large-scale competitive industries. Among them, the development of Intangible Cultural Heritage Cultural Tourism Resources in the Huai River River basin, the formation of cultural tourism and the establishment of a “Cultural tourism” strategy, is a sustainable and scientific way of development. To make full use of and develop precious cultural resources, we should strive to improve the quality of cultural tourism and strengthen the revitalization of cultural tourism products. Mainly reflected in the following aspects.

4.1. Strengthen the Integration of Resources

At the core of resource integration is “The integration or integration of discrete or independent elements in a way that allows them to permeate, interact and couple with each other to maximize their overall effectiveness and achieve a 1 + 1 greater than 2 effect” [2] , which helps to protect and develop intangible cultural heritage from local to global impacts, the

understanding of non-heritage resources also includes not only the intangible cultural heritage itself, but also non-inheritors, non-heritage conservation agencies and researchers. The intangible cultural heritage resources in the Huai River basin, such as Bengbu, are highly interactive and experiential, and are easy to develop and form derivative products under the background of ecotourism. In order to strengthen the integration of resources, the first priority is to create a green landscape along the north bank of the Huai River River and a water conservancy scenic spot at the Bengbu Gate. Cultural and folk-custom tourism will drive the development of eco-tourism in the Huai River River basin. In 2016, a cultural wall was built on the former site of the dike in the green landscape along the north bank of Huai River. On the front of the wall are relief sculptures of dozens of anti-japanese heroes, which vividly record the scenes of patriotic soldiers fighting against the Japanese Army. On the back of the cultural wall are records of the anti-japanese war in Bengbu, the site of the former war, as well as pictures and texts of the sniper battle in the Huai River River basin. Creating an eco-friendly recreational park along the river with a strong cultural flavour, it has become the "Huaishang District City Meeting Room" on the north bank of Huai River, Chau Thanh, which is attractive to tourists, but how to build the intangible cultural heritage landscape along the north bank of Huai River into a landmark eco-tourism site, based on the development of the river basin, still needs to be explored.

Therefore, based on the principle of resource integration, non-heritage innovation should be utilized to make the landscape along the north bank of Huai River into an influential tourism brand and attract tourists to promote the development of tourism in the Huai River River basin. Second, focus on the development of traditional Intangible Cultural Heritage Arts and Crafts in the Huai River River basin, so that the traditional form of tourism advantages. According to the research, the non-legacy of traditional skills in the Huai River River basin in Anhui Province intangible cultural heritage a higher proportion of the resources, according to the integration of resources, has a better Operability.

4.2. The Government Provides a Platform for the Development of Intangible Cultural Heritage through Incentive Policies

For the survival and development of the intangible cultural heritage, only through government support and the introduction of incentive policies, for example, appropriate tax reduction and exemption, simplified administrative approval procedures, appropriate policy and financial support, as well as media publicity, government incentives and other measures. Only by attracting a large number of intangible cultural heritage from cultural resources to cultural tourism industry, and forming an industry with large scale and strong market competitiveness, can we get out of the predicament. Local Government investment departments should build a platform for cooperation between cultural departments and tourism departments, and strengthen the direction of integration of cultural tourism industry. We should fully mobilize the initiative of relevant departments and industry associations, encourage and support strong companies to invest in the development of cultural tourism, and encourage and support a large number of foreign and private capital to enter the local eco-tourism industry. For example, Bengbu, in collaboration with government agencies, has established a comprehensive exchange platform, such as regularly hosting large-scale cultural and tourism fairs in the northwestern part of the Huai River River basin to attract a large number of domestic and foreign tourists to invest in the tourism industry.

4.3. Develop the Cultural Tourism Resources

At present, Bengbu and other areas in the Huai River River basin have a large number of intangible cultural heritage, such as flower drum lanterns, Sizhou Opera, Wuhe County folk songs, Yujia Shadow Play, and many other national and provincial-level intangible cultural heritage, however, the distribution of cultural tourism resources has not been optimized. The

tourism industry in the area is developing rapidly. There are a number of eco-parks, such as the Bengbu Garden, the green landscape along the north bank of Huai River, and the Tushan Yu the Great culture. However, the quality of tourism goods is low, no obvious cultural atmosphere, lack of cultural connotation, cultural tourism brand has not been formed, and the overall benefit is not high. Tourism projects do not make sufficient use of the existing intangible cultural heritage resources and rely mostly on traditional tourism. Therefore, it is necessary to optimize the allocation of cultural and tourism resources among the intangible cultural heritage of the region, increase the investment of funds, development of cultural tourism resources; The use of high-tech means to learn, record and organize. "To thoroughly clean up the families of folk heritage and provide emergency assistance for the living fossils of endangered cultures, Ethnic Minority Intangible Cultural Heritage, inheritors of ethnic minority folk culture and their transmission functions." [3] to suggest that the municipal government increase investment, encourage non-governmental capital to enter, to wholly or jointly invest in the way of resource integration, in the original eco-park on the basis of the increase can reflect the rich cultural and historical characteristics of cultural attractions.

4.4. Strengthen the Mechanism of Innovation

The mode of transmission of education in schools has the characteristics of stability, integrity and compulsion. Excellent cultural transmission mainly depends on this mode of transmission, and it is also the main channel of cultural transmission in the Huai River River basin. [4] in-depth study of local intangible cultural heritage, innovative design of cultural tourism, quality planning and packaging.

It has long been a one-sided understanding that reservations about traditional craftsmanship remain unchanged, as if everything would be completely different in terms of innovation and development. According to the market demand, constantly innovative design to develop a characteristic, portable, multi-price nature of tourism commodities. Innovative product packaging for intangible cultural heritage products, innovative external packaging for goods to enhance the value of goods, to create their own unique quality of the existing intangible cultural heritage, also has the modern commodity attribute, designs the goods which can not meet the demand. Some intangible cultural heritage have lived for hundreds or even thousands of years. The reason why they are still alive today is that people have experienced various difficulties and hardships in their long-term production and life practices, constantly improve and develop. In the field of commodity packaging, we need to constantly innovate to achieve "New, strange, unique, beautiful", enhance the image of tourism, innovation and promotion of cultural tourism integration model. Combining tourism advertising with economy and trade, exhibitions, culture, technology and science, etc., to strengthen the influence of tourism advertising, design high-quality travel products with intangible cultural heritage features and modern lifestyle.

4.5. Pay Attention to the Protection and Cultivation of Talents

The development of cultural and Tourism Resources featuring intangible cultural heritage tertiary sector of the economy is a brand new industry compared with the traditional industry. It needs a large number of talents to support it, it also needs a lot of young people who are tech savvy. At present, there are four inheritors of the flower drum lanterns in Bengbu who have been selected as National Intangible Cultural Heritage. They are Feng Guohao, Mei Lian she, Minae of Silla and Lou Lou. The municipal government has widely publicised these masters in the media, huai River River basin cultural tourism to form a living signboard. They are now in Fuyang several paper-cut companies with paper-cut studios, personally on-site for paper-cut heritage and research and development. At the same time, a number of non-genetic training bases have been set up, including Anhui Huagudeng song and Dance Theatre, Huaiyuan County Changfen Huagudeng Training Center and Anhui Sizhou Theatre Co. And these bases as non-

genetic inheritance practice base, scientific research, teaching research, non-genetic inheritance for the training of a large number of skilled personnel.

5. Conclusion

Based on the folk art of the Huai River River basin, this paper puts forward the Intangible Cultural Heritage Protection and development strategies from the perspective of eco-tourism. The protection and development of intangible cultural tourism is not only related to the protection and inheritance of intangible cultural heritage, but also concerned with the development and utilization of intangible cultural heritage resources.

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