

The Construction and Development of Chongqing Minority Folk Custom Tourism Festival

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Abstract: Folk customs tourism has become a part of modern cultural tourism, attracting many tourists. Festivals are part of the folk customs, an important material support for folk customs and tourism, and an important part of tourism attractions. Based on the analysis of the advantages and significance of the development of minority festival tourism products, this paper puts forward some suggestions on the development of festival tourism products.

1. Introduction

In recent years, tourism, as a comprehensive and highly industrial sector, has become increasingly prominent in Chongqing's economic and social development. Tourism has gradually increased the driving force of Chongqing's urban economy, the driving force of social employment, and the promotion of culture and the environment. Among them, tourism in Chongqing minority areas has become a practical form and inevitable choice for the sustainable development of tourism industry because of its rich natural resources, long history of humanities and national customs. Promoting the development of tourism industry in Chongqing's ethnic minority areas will not only help transform the economic development mode, but also help to promote the prosperity and development of urban culture. It will have a major impact on deepening the scientific development concept, building a harmonious society, narrowing the three gaps, and promoting common prosperity. significance.

2. Advantages and current situation of tourism industry in Chongqing minority areas

Chongqing is the only municipality directly under the Central Government that has jurisdiction over ethnic autonomous areas. It has both ethnic autonomous areas and a large number of scattered ethnic minorities. It has jurisdiction over 4 autonomous counties, 1 district that enjoys preferential policies for ethnic autonomous areas, and 14 ethnic townships. Chongqing is dominated by the Han nationality, in addition to Tujia, Miao, Hui, Manchu, Yi, Zhuang, Buyi, Mongolian, Tibetan, Bai, Yi, Uyghur, Korean, Hani, Yi, Yi, Yi, Lahu 55 ethnic minorities such as ethnic, aquarium, Naxi, Yi and Yi. The minority population is 1,713,600 (the fifth census data in 2000), including: 1,244,300 Tujia, 504,400 from Miao, and 115,500 Muslims with halal eating habits, and the minority population accounts for the total population of the city. 6.4%.

The southeastern part of Chongqing is a concentrated area of ethnic minorities in Chongqing, including four minority autonomous counties (Shizhu Tujia Autonomous County, Pengshui Miao and Tujia Autonomous County, Xiangyang Tujia and Miao Autonomous County, Xiushan Tujia and Miao Autonomous County), and one enjoying ethnic autonomy. Local preferential policies for the district (Qianjiang District) and Wulong County. The area covers an area of 19,800 square kilometers, accounting for 23.99% of the city's total area. It belongs to the western heart of Wuling Mountain. It borders on southeastern Yunnan, northwestern Hunan and southwestern Hubei, and is adjacent to Zhangjiajie and Fanjingshan. The territory has natural scenery with mountains, water, forests, springs, waterfalls and caves. The mountains and rivers are beautiful and the scenery is unique. Among them, there are not only the Wujiang Gallery in the north and south of Pengshui and Fuyang, but also the Xiaonanhai, which is known as the "Deep Mountain Pearl" in the territory of

the Lijiang River, and the largest in Chongqing. The Yellow River National Forest Park in the Forest Park and the Datun Cave in the territory of Fuyang, known as the “Xiadu Taoyuan”. In addition, the temperament of the first goddess, the beautiful Wuling Mountain and the original deep A Pengjiang are more unique, making people forget to return.

In addition to the natural tourism resources with excellent scenery and unique scenery, the cultural tourism resources of Chongqing minority areas cannot be underestimated. The Bashu culture, immigration culture, the Three Gorges culture and the accompanying capital culture of Chongqing are rich and profound, and the charm is infinite. Together with the simple and simple folk customs of the ethnic minority areas, the unique folk songs and dances, and the colorful folk weddings and mournings, It is to make the advantages of humanities and tourism resources in ethnic minority areas vividly reflected. No matter it is the architectural wonder “One Heaven” – Yundie Street in Xiqiao Town, or the mysterious Hanjiang Han brick hanging; whether it is the ancient Gongtan ancient town or the geological wonder of the ancient town of Lishui; It is also Peng Shui's "Shou" stone carving; whether it is the reminiscent of the former residence of Zhao Shiyan in Fuyang, or the Pengshui Miao Village, which is full of ethnic customs, let us feel the profound historical resources of Chongqing's ethnic minority areas. The Tujia cries and swings; the Hmong's Autumn Festival, “Lusheng Dance”; Xiushan's folk songs and Xiangyang's tune, let us feel the rich and colorful cultural culture of Chongqing's ethnic minority areas.

In recent years, with the government's high attention and the joint efforts of the whole industry, the tourism industry in Chongqing's ethnic minority areas has shown a rapid development trend, and the number of tourists and total tourism revenue have increased significantly. During the “Eleventh Five-Year Plan” period, the district and county governments in ethnic minority areas have cultivated and developed tourism as a new pillar industry. They have not only issued a series of guiding documents on accelerating the development of tourism industry in ethnic minority areas, but also intensified efforts to improve Infrastructures such as roads, water, electricity, communications, etc., and completed the Yuzhou Zhoubai Airport in 2009, making up for the shortcomings of non-airline services in Chongqing's ethnic minority areas, forming a three-dimensional traffic advantage of “road, railway, and airport”. Reception capacity of tourism services in ethnic minority areas. Since the "Twelfth Five-Year Plan", Chongqing has put the development of tourism industry in ethnic minority areas in a strategic position, accelerated the transformation and upgrading of tourism, enhanced the brand image, strengthened the overall marketing, and further developed the tourism industry in ethnic minority areas. Various ethnic districts and counties have also achieved a good start in the 12th Five-Year Plan. Among them, in the first quarter of 2011, Hanjiang District received a total of 481,000 tourists, a year-on-year increase of 21%, total tourism revenue of 145 million yuan, an increase of 33%; Pengshui Miao and Tujia Autonomous County received tourists in the first half of 2011. 850,000 person-times, tourism income of 160 million yuan; Shizhu Tujia Autonomous County in the "Eleventh" Golden Week in 2011, received a total of 106,800 tourists, achieving a comprehensive tourism income of 53.4 million yuan, an increase of 88%, 213% respectively; Xiushan soil In the whole year of 2011, the number of tourist reception reached 806,000, the comprehensive income of tourism reached 300 million yuan, and the tourism income increased by 70%. The first quarter of 2012 in Puyang Tujia and Miao Autonomous County received 1.12 million tourists. In terms of number of people, the comprehensive tourism income was 381 million yuan, up 56.5% and 61.4% respectively. At the same time, the Taohuayuan Scenic Spot was officially assessed as a national 5A-level tourist scenic spot by the National Tourism Scenic Area Quality Rating Committee in early 2012.

3. Thoughts on the development of ethnic minority festival tourism products

The development of festival tourism in China's ethnic minorities should be unified planning, systematic development, highlighting key points, avoiding duplication, and commoditizing and standardizing them as soon as possible, in view of the current situation of being at a lower level, each being a group and operating extensively. The competent government departments should strengthen macro guidance and develop folk festivals and tourism products that reflect national

characteristics, local characteristics, rich cultural atmosphere, and can be tasted and enjoyed, and can bring good social and economic benefits. To promote the healthy development of national festivals and tourism, and launch systematic tourism products and routes for national festivals, and form a series of national festivals and tourism series with distinctive characteristics to meet the needs of tourists to gradually observe and appreciate the different festivals of different ethnic groups during the year. Festive tourism products should pay attention to the choice of folk festivals. For those commercialized, unconventional festivals, festivals with unclear national characteristics cannot be pushed to the international market. Soldiers are better than others, and too many festivals will make tourists. There is no choice, and it is easy to produce consumer sequelae.

Folk festivals are part of culture, and culture has its own development track and direction. In the process of development, we cannot ignore the function of culture and its own development, and cannot over-develop. Folk festivals have their own value and significance. In the development of tourism, they can use their pleasant and festive atmosphere to attract tourists, and further carry out business activities to promote the development of local economy. However, we cannot completely ignore the folk, local, spontaneous and mass nature of folk festivals, and carry out various festivals blindly or blindly, commercializing and vulgarizing folk festivals. Some folk festivals are not suitable for development into tourism products. It also carried out large-scale development, did not respect the local people's right to live and development, and brought some adverse effects. In the tourism development of folk festivals, it is necessary to develop and protect both, and coordinate the relationship between various departments. The development of tourism is for the purpose of better living for locals and tourists, and to organize festivals.

Composite development is the integration of different tourism resources for development. This will not only enrich the content of folk culture tourism products, but also make different tourism resources mutually reinforcing and enhance their popularity. The market for festival tourism can be developed very much, but since the festivals are concentrated in a relatively fast time, it usually takes only one or two days, and it is difficult to form a strong attraction for the remote international tourist market. Therefore, Year-old festivals should be combined with other tourism resources for development. For example, visitors can join the ranks of local folk organizers and performers who are preparing for festivals, extend the time of tourism activities, enrich the activities, and also Landscapes, historical and cultural monuments are combined for comprehensive development. For example, in recent years, the Mid-Autumn Festival Song Festival in Liuzhou, Guangxi, combines the Mid-Autumn Festival with the folk songs. It attracts many international friends to visit each year and has the nature of international cultural exchanges. In this way, the content will be more substantial and will be more attractive to tourists in the remote market. This kind of compound development is easy to create brand-quality folk culture tourism products with good quality and large scale.

In order for the development of festival tourism to be truly realized and achieve good results, the government and the tourism industry must establish awareness of propaganda and use various modern media means to widely publicize the role and value of festival tourism products. Many folk festivals and events are now only attended by local people. There are not many foreigners and large-scale tourism teams participating in the exhibition. Some of the publicity and business methods in many foreign festivals are worth learning. For example, in addition to publishing information to the news media, the organizers also actively contact local and even overseas travel wholesalers to print the main programs and time of the festival. In terms of expression, the text also considers the ability of foreigners to accept as much as possible. It is often promoted half a year in advance, and a tour guide map is set up at the transportation hubs such as the railway station and the airport exit. Promotion and promotion in a timely manner, in place, will bring a sensation to the festival activities.

4. Conclusion

China is a multi-ethnic country with a colorful ethnic minority culture and a strong ethnic customs. The national festivals, which are important contents of the national customs, are more

famous and colorful. Ethnic festivals include festivals, festivals, social festivals, etc. The existence of these festivals is the resource support and carrier for tourism development. Folk customs tourism has become a part of modern cultural tourism, attracting many tourists. Festivals are part of the folk customs, an important material support for folk customs and tourism, and an important part of tourism attractions. Based on the analysis of the advantages and significance of the development of minority festival tourism products, this paper puts forward some suggestions on the development of festival tourism products.

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