

# **Research on the Protection and Inheritance of the Military Recruitment Festival of the She People in the Phoenix Mountain ---- The SWOT Analysis Based on the Rural Cultural Tourism Development in Ligongkeng Village**

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**Keywords:** Phoenix Mountain, She Military Recruitment Festival, Protection and Inheritance, Cultural Tourism.

**Abstract:** The She culture is an important part of the Chinese nation's excellent culture. The recruiting festival is a master of the She culture. This paper will explore the cultural connotation of the "Military Recruitment Festival" through Ligongkeng Village, where "Military Recruitment Festival" activities are often carries out, and discuss the feasibility of developing cultural tourism by means of SWOT. The military recruitment festival can be protected and inherited to the utmost by developing tourism.

## **1. Introduction**

The Phoenix Mountain in Chaozhou, Guangdong is the She people's ancestral home and the birthplace of their culture. In *Why Do I Establish Chaozhou Study?*, master of Chinese culture Mr. Rao Zongyi solemnly points out, "According to surveys by experts, the She people in South China are distributed in Anhui, Zhejiang, Jiangxi, Guangdong and Fujian. A lot of ancestral maps are preserved in the She areas, which record that all the legends of their first ancestor Panhu and the location of Emperor Pan's ancestral grave are in the Phoenix Mountain (Chaoan County now) in Raoping. In other words, the Phoenix Mountain is the origin of their ancestors."

## **2. Culture Overview of Phoenix Military Recruitment Festival**

### **2.1 The Cultural Connotation of the Military Recruitment Festival**

Phoenix "Military Recruitment Festival" is the most solemn traditional festival for the She people. It is a large-scale ethnic cultural activity in which worship and prayer are the main forms combined with totem worship and ancestor worship. The "Military Recruitment Festival" retains the most primitive elements of the Totems of the She people and the legendary elements of the Panhu and the lowest elements of the She culture. It incorporates the She's religious beliefs, myths and legends, languages, folk songs, music, martial arts, dance, costumes and food culture, etc. The entire process of the She "Military Recruitment Festival" ceremony lasted several days and included activities such as "military recruitment, encamping, inviting gods, offering militias, offerings, scattered soldiers," displaying the original ecological She culture, expressing the compatriots of the She nationality, and the remembrance of his ancestor Emperor Panhu, for his patriotic love of his family, his courage to struggle and the desire to forge ahead with people and animals, and to live a better life, which has a high historical research value and artistic appreciation value.

### **2.2 The "Intangible Cultural Heritage" Value of the Military Recruitment Festival**

The "Military Recruitment Festival" is a national culture of the original form, a master of the traditional folk culture of the She's ancestral land, and also a showcase of the deep cultural heritage of the ancestors of the Phoenix Mountain. Strengthening the study of the "Military Recruitment Festival" culture is conducive to exerting the advantages of local excellent cultural resources,

enhancing the self-confidence of the national culture, and playing an active role. It is of immeasurable significance to promote the development of local culture and social and economic development, enhance the soft power of Chaozhou culture, and establish the status of Chaozhou cultural center.

### **2.3 Overview of the Ligongkeng She Village**

Ligongkeng Village is the closest ethnic village to the center of Chaozhou and the only folk custom tourism and cultural village in Chaozhou. However, due to the constraints of various conditions, the folk tourism cultural village is still a long way from a truly ethnic tourism village. How to use the outstanding She cultural resources in Ligongkeng Village to promote the development of rural cultural tourism is a very significant issue.

Based on the "Military Recruitment Festival" of Ligongkeng Village in the Phoenix Mountain, this topic explores the feasibility of developing national cultural tourism economy and promoting the protection and inheritance of folk culture "intangible" projects, explores the relationship between the development of the economy and "intangible" cultural protection through SWOT analysis, and becomes models that can be used for reference in building models of new socialist countryside and featured towns in the new era and for building traditional rural economy and culture through quantification and promotion.

## **3. SWOT Analysis of Ligongkeng Village to Inherit the Recruitment Festival Culture by Developing Tourism**

Guided by modern economic theories and tourism development theories, the cultural resources of Ligongkeng She Village will be integrated and developed, and new paths will be explored for the coordinated development of economic development and cultural heritage of ethnic minority settlements.

### **3.1 Advantages**

#### **3.1.1 The government at all levels attaches great importance**

The Phoenix She Recruiting Festival is a large-scale folk-custom activity unique to the She Village in the Phoenix Mountain. It is a precious national cultural resource. Governments at all levels attach great importance to this and have repeatedly deducted funds to help the related She villages to carry out this activity, so that the recruiting section will return to people's perspective.

#### **3.1.2 There are good previous research results**

In 1989, Lei Zhenyu, a She college student, wrote a graduation paper *She's Military Recruitment Festival in the Phoenix Mountain* with deep national sentiments. This is the earliest article that can be found so far to introduce the "Military Recruitment Festival"; Zhu Hong and Ma Jianrong are the two researchers who initially promoted the "Military Recruitment Festival" in the Phoenix Mountain from the She Research Institute; the cultural expert Lei Nan's *The Cultural Connotation of the Military Recruitment Festival of the She People in the Phoenix Mountain* in 2007 is a representative achievement of the "Military Recruitment Festival" cultural research of the She's ancestral land; in 2010, the author and Lei Nan co-authored the *New Exploration of the Yi Nationality's Progenitor Culture* and explored the value and function of the "Military Recruitment Festival" culture; in the same year, the author wrote *An Explanation of the She's Military Recruitment Festival Classics in the Phoenix Mountain* in the *Nationality Information Research*, and in 2011, the author published the *Research on She's Military Recruitment Festival in the East Guangdong* with Dr. Huang Yu of Sun Yat-sen University in the *Journal of Northern Nationalities University*; in 2013, the author published the *Analysis of the Upper House Report in the Phoenix Recruitment Festival* in the *Journal of Guangxi University for Nationalities*, analyzing the cultural characteristics, functions, and "intangible" values of this special ceremony are a good basis for follow-up research.

#### **3.1.3 There are cultural and ecological foundation**

Ligongkeng Village is only 20 kilometers from Chaozhou District, and only 3 kilometers from the Wenyu Town Government, and has obvious location advantages with good traffic. As for the overall situation of this village, the layout of the original village is basically preserved, and a considerable part of it still retains the architectural style before the founding of the PRC.

## **3.2 Disadvantages**

### **3.2.1 Weak foundation**

Ligongkeng Village now has 560 She villagers, but due to the weak foundation, the living standards of the villagers are generally low. A large number of villagers are forced to go out to work. According to our investigation, the villagers in Ligongkeng Village of who work away from home most of the year account for about half, and most of the villagers who go out are young people with higher education. Highly educated young people are basically working outside.

The funds required for the development of cultural activities depend on the government's withdrawal of money or enthusiasm for the donation of villagers. Due to the need for the heritage of ethnic dances, music, costumes, martial arts, etc., it is also very costly to hire professionals. The village cadres use their own personal connections to hire relevant professionals to volunteer training personnel for the village. For example, in order to hire a dance teacher to come and train ethnic dances, the cost of transportation is paid by the village secretary himself.

### **3.2.2 Inconvenient traffic**

There is only one road in and out of Ligongkeng Village, and the standard of this road is very low. The road width into the village is only five meters, only enough for two cars. And the road is opened up from the mountainside. One side is a high cliff and the other on a steep cliff. It is very inconvenient.

Now that the She ancestors are residing in the mountains and the She villages have little flat land, the houses are built along the mountains. As a result, the village roads are narrow, rugged and inaccessible to transport. With the support of relevant departments, the village opened up a village road that only surrounds half of the village, but the roadside became a parking lot. The car could not be move forward anymore at the end of the village road. The problem of traffic in Ligongkeng Village does exist.

### **3.2.3 Low population base**

We know that the inheritance of culture needs a certain population support. Whereas, Ligongkeng has only over 500 people. Among them, a small number of them are non-She people. Moreover, the number of She people who go out to work is large, making the number of people living in the village more than 200. Such a small population has to support the important task of inheriting ethnic culture. Its difficulty is beyond imagination.

## **3.3 Opportunities**

Chaozhou tourism centers on the overall goal of "tourism strengthening the city", firmly establishes the concept of innovation, coordination, green, open, and shared development, comprehensively deepens the comprehensive tourism reform, makes every effort to promote the development of the global tourism and accelerate the construction of the tourism destinations of the world tide culture experience, strives to create a new situation for the development of tourism in Chaozhou, and provides new impetus for the revitalization and development of Chaozhou's social economy.

### **3.3.1 Policy dividends**

Chaozhou City may usher in a new round of policy dividends and promote the "rejuvenation and catch-up" of the national economy and social development. Chaozhou tourism industry may usher in an unprecedented opportunity to comprehensively improve the industrial development environment.

The Ligongkeng She Village, as the only ethnic customs village in Chaozhou, has risen in the background of the development of mass tourism in Chaozhou.

### **3.3.2 The fast track of global tourism**

The 2016 Government Work Report clearly pointed out that we must meet the emerging era of mass tourism. The National "Thirteenth Five-Year Plan for Tourism Development" proposes that the theme should be transformation and upgrading, quality improvement and efficiency improvement, to promote the development of the entire region as a main line, accelerate the supply-side structural reform, and strive to build a well-off tourism-oriented country. During the "13th Five-Year Plan" period, the development model of the global tourism industry may become an important step in accelerating the process of deepening reform, transformation and upgrading of Chaozhou tourism and realizing a new round of leap-forward development. The rich ethnic cultural resources in Ligongkeng Village are an important part of the development of cultural tourism in Chaozhou.

### **3.3.3 The coming of the age of interconnected sharing**

With the rapid development of modern information technology, the "global village" has compressed the space-time distance, making regional cooperation more frequent and convenient. With the comprehensive advancement of "Internet+", the integration of "tourism + Internet" has been further accelerated, and tourism e-commerce, smart tourism, virtual tourism, digital hotels, etc. have been widely used, traditional tourism methods, tourism management models, and tourism promotion methods. The tourism industry is undergoing disruptive changes. During the "Thirteenth Five-Year Plan" period, as a rising star of the tourism industry in Chaozhou, concentrated efforts, quickly with the domestic and foreign tourism development trends, sharing borderless tourism and consumer markets. In this context, the Ligongkeng She style travel can no doubt be integrated into the tide of the times.

## **3.4 Threats**

### **3.4.1 Cultural tourism development and environmental protection issues**

The experience of developing tourism in different regions tells us that the development of tourism and environmental protection is a basic contradiction. This is the case with big tours. The same is true of small tours such as rural style tours. In the process of developing tourism, with the increase of tourists, there will naturally be damage to the environment and inevitable. Therefore, you must not ignore environmental issues. Sacrificing the environment for the pursuit of economic benefits is not worth the candle.

### **3.4.2 Homogeneity problem**

The problem of homogeneity in tourism construction is widespread. Due to the eagerness of the developers for the quick success, they are reluctant to do a comprehensive plan for the upswing. Therefore, the "all and the same" projects are lacking in features. This is a problem that needs special attention in tourism planning. If you do not have your own characteristics, or the characteristics are not clear, what do tourists come here from far away for?

### **3.4.3 Management issues**

In the process of construction, especially in the early stages of development, new tourism projects will inevitably face situations in which management levels are insufficient or management is not in place, which is ubiquitous in many tourism projects. This must arouse our vigilance. In particular, problems of illegal business operations and arbitrary charging, etc., must be eliminated in the bud, and these bad behaviors must not be allowed to affect the development of the project.

## **4. The Development Strategies of Ligongkeng She's Tourism**

### **4.1 To take economic development as the starting point**

The economic development of Ligongkeng Village, which takes rural cultural tourism as the main means, must ultimately achieve the protection and inheritance of the "Military Recruitment Festival" culture of ethnic cultural activities. This requires that national culture should be used as a designation point, preserve and restore the characteristics of the nation, and strengthen the integration of agricultural economic activities such as agricultural production, fruit cultivation, and marketing of agricultural products, so as to bring economic benefits to the township, and thus increase the enthusiasm of villagers to participate in folk cultural activities.

### **4.2 To develop tourism with new ideas**

With new concepts of modern tourism planning and economic development, it is necessary to integrate elements of ethnic culture into rural tourism projects, enrich the connotations of ethnic culture, enrich the content of tourism projects, diversify forms, rich in content, attractive strategies, and take the traditional crafts of the She people, Cultural resources such as tea culture, She songs, architecture, food, medicine, sports, health and customs as a method for tourists of participating in and experiencing projects, make folk cultural activities more interesting and entertaining, and enhance the attractiveness of folk cultural activities. Explore, dig and integrate local cultural resources, to enhance the cultural soft power of ethnic and rural areas, and create high-end cultural tourism projects.

### **4.3 To promote economic development through tourism and to promote intangible inheritance through economic development**

It is of great importance to develop the economy and promote the research on the protection and transmission of the folk culture of the She nationality, comprehensively plan the village's economic development path from content to form and the "recruiting soldiers festival" folk cultural activities in Ligongkeng Village, realize the protection, inheritance and promotion of "intangible" projects through the development of economy. This requires the introduction of modern cultural tourism concepts and new ideas for economic development, so that Ligongkeng develops the rural economy through cultural tourism development, and promotes the implementation of the "folk culture+" implementation strategy of "intangible" projects.

## **5. Summary**

Ligongkeng Village has the basic conditions for the development of ethnic culture. It is necessary to explore the existing conditions and advantages of Ligongkeng She Village, and sum up an effective model on the basis of full integration. We should supplement the deficiencies and optimize the irrational parts so that the "Military Recruitment Festival", a national cultural heritage with distinctive ancestral features, can have a better playing space so as to achieve better protection, inheritance and promotion. We are supposed to study in-depth the internal links between the development of economic and folk culture, and promote rural economic development through rural cultural tourism, so that cultural tourism will become the internal driving force of the economic development of the village.

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